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Government
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Ontario. Royal Commission on Book Publishing

Hearings. 1971

Government
Publications

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ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

Hearings

Mr. Richard Rohmer, Q.C.	Chairman
Dr. Marsh Jeanneret	Commissioner
Mr. Dalton Camp	Commissioner

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252 Bloor Street West, Toronto,
Ontario, November 9th, 1971.

Dec 9

This transcript has not been edited, corrected or revised by the Commissioners, but may subsequently be edited, corrected or revised.

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SUBMISSION OF

Coutts Library Service Limited	Mr. John Coutts, President.
Fitzhenry & Whiteside Limited	Mr. R.I. Fitzhenry, President and Mr. C.L. Whiteside, Vice-President.
Educational Media Association	Mr. James Miller, Chairman of the Committee, Dr. Neil Nelson and Mr. Gordon Jarrell.
Canadian Copyright Institute	Mr. Michael Pitman, Chairman of the Board; Mr. Roy C. Sharp, Q.C., Executive Director; J.C.W. Irwin and John Gray.
Canadian Educational Publishers Group of the Canadian Book Publishers Council	Mr. Stanley Reid, President; Mr. John Irwin, Jr., Director and Miss Gladys Neale, Director.
Waterloo County Board of Education	Mr. H.E. MacMillan, Area Superintendent; Mr. W.T. Townshend, Superintendent of Planning and Development and Mr. S.B. Whitney, Assistant Superintendent of Planning & Development.
Canadian Association of University Teachers, Association of Canadian Television and Radio Artists, Ontario Confederation of University Faculty Associations and Ontario Teachers Federation.	Prof. Donald Savage, Senior Associate Executive Secretary, CAUT; Mr. Jack Gray, Chairman, Writers' Council, ACTRA; Mr. Paul Weinzweig, OCUFA; Mrs. Sheila Dubois, OTF and Miss Margaret Collier.

Toronto, Ontario,
November 9, 1971.

---The hearing commenced at 10.00 a.m.

THE CHAIRMAN: Well, we will resume the sittings of the Royal Commission on Book Publishing on this date. We have with us this morning Mr. John Coutts -- is that the way to pronounce your name, sir?

MR. COUTTS: Yes.

THE CHAIRMAN: Of Coutts Library Service Limited. As is our usual practice, we have read your brief which is a very well prepared one and we wonder if you would touch on the high points you would like to make in connection with it? I do not think we have had a more explicit brief. You have given us a great deal of most helpful material and, of course, we will to the extent that you require, keep the information that younhave given us in a confidential way.

I may say from a personal point of view the detail and attention you have given to this preparation and the submission totally is very much appreciated. So if you could tell us the high points that you would like to make.

SUBMISSION OF COUTTS LIBRARY SERVICE LIMITED

MR. COUTTS: Thank you. John Coutts Library Service is an incorporated privately owned Canadian company and is situated in Niagara Falls,

Ontario. We have one branch, a subsidiary, in Niagara Falls, New York, which is an incorporated American company. Our company was formed in 1969. We began accepting orders on January 2nd, 1970. I had had a background of 12 years with a Canadian publisher agent and had left that and worked for one year as the manager of Richard Abel and Company.

I had had one year as manager of Richard Abel and Company (Canada) Limited and during that time it had been brought to my attention more forcefully than when I was with Oxford University Press and had set up Pals, that a privately owned Canadian company could do the same service to the universities and colleges and especially librarians. We began accepting orders mostly on faith. We had to raise the money and we raised it all privately.

We had two customers who had promised to buy all new 1970 copyright American and Canadian publications from us on approval order. Approval order is when we send a book to a university library and hope that they will buy this book from us.

We soon had other university and college libraries buying from us on the regular order-to-order. This was when a library initiates an order and we accept their order and we, in turn, order from the publisher. We had set up exclusive buying arrangements with all the Pals in Toronto -- Canadian offices of

Prentice, Hall and McGraw-Hill and other publishers in Toronto. Primarily we hd to buy from publishers not represented in Canada and publishers whose mark-up over the American price to the Canadian price was so high that we could not sell to our customers in Canada.

In our first year of operation we ordered from 2,747 various American publishers of which 318 were available to us in Canada. We ordered from over 1600 Canadian suppliers and we ordered from 32 other suppliers in countries around the world.

Universities, college and special libraries,tend to order the more specialized or the harder to obtain items. Throughout the brief I will note, or I have noted, how we have to order so many of these for the libraries. I have brought some of our original or copies of our original orders to the various institutes and centres for studies and so on, in case anyone would like to know the kind of order. I will just read one for example, "For the Institute for Humane Studies in Monds Park, California, Powering Market in the Government Economy"/ This cost $2 and we would receive no discount from the publisher and we would have to pay postage and handling charges from the publisher. We, in turn, would have to sell this book to a Canadian library at cost because they would know the distributing and they would buy the book from

us only at the American cost. Right from the beginning we had been concerned with discounts that we obtained from the publishers. When we were dealing in Canada we obtained a fair discount from the wholesaler or book distributor from the Canadian publisher but it was always on a Canadian price and we, in turn, to satisfy our customers, had to sell to them at the American price.

The university and college library, in turn, -- demands is too strong a word -- but expects to receive the book at the price of the country of origin. We, in turn, to maintain their business, have to sell the book at the price of the country of origin.

To go back to discounts we are very concerned with the book discounts we have obtained from the Canadian publishers. We are concerned with the pricing of the book from the Canadian publisher-agent because if he marks the book up 10 per cent, we can live within those termsand not lose money. If he marks it up to 20 per cent we are at a dangerous level because then we have to mark the book up 20 per cent and sell it at the American price.

DR. JEANNERET: Are you more concerned with the discount he gives you?

MR. COUTTS: No Canadian book series will give us more than 45 or 46 per cent. If he in turn marks up the price by 20 per cent we

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Toronto, Ontario

are then working on a 26 per cent approximately off the American price and that is on the good cases when we are working at 26 per cent.

Some Canadian publisher-agents in turn will mark up 10 to 20 per cent for educational and 55 per cent, as I have shown in the brief of our orders that have been received are for titles which we receive at discounts of 20 or less per cent. So, if it is marked up 20 per cent such as some publisher-agencies where $10 becomes $12, we have to sell it at $10. We are given a 20 per cent discount on the $10 but we still have to sell it for $10, so it becomes a problem for us.

We are concerned with the availability. One of the points I made in the brief was that last year particularly, the Canadian university library was under a lot of flak by their library committees to buy in Canada so the library committee had the library in turn do statistics on availblle American books that were available and at what price. We were buying from the major publishing agents in Toronto at that time and the research proved that we were six weeks behind time. The American dealer who was registered in the United States who then supplied the American books to the Canadian university library, our discounts on American books were roughly the same as on Canadian books, this American dealer, I know for

one publisher, Clarke Irwin was the name, they bought the book at 40 per cent discount and we bought the book at 40 per cent and we gave a 15 per cent discount. Our main American competitor Richard Abel and Company in turn gave a 30 per cent discount and worked on a 10 per cent margin. I felt that this was almost loss-leader techniques really although they werenot selling it below cost. Their cost would have been to ship the book to Portland, Oregon, to ship it back to Zion, Illinois, to the particular university and would have cost them a lot more than 10 per cent off the particular price that they had made for the book.

DR. JEANNERET: If I understand correctly you have said now that you cannot work on a 20 per cent margin but Abel works on 10?

MR. COUTTS: What I said was that we get 20 per cent off on 55 per cent of the titles off $12 and it comes to $10. We in turn have to sell the book at $10 American, not $10 Canadian and yet we have paid the $10.

DR. JEANNERET: The case you cited though was a mark-up of 20 per cent on which you had received 45 per cent. It had in effect a discount of approximately 20 per cent from the American list price. This is not satisfactory but now you have cited a case of Abel selling at 10.

MR. COUTTS: This was a particular trade publication, Minhinnick's At Home in Upper Canada. We offered a 15 per cent discount off the 40 and we were given a 25 per cent margin on this particular book. Abel's, in turn, could never have worked on the discount we gave on this particular book. He gave a 30 per cent discount on this book. He in turn would have received no more than 40, maybe 42 per cent because of quantity, maybe buying 100 more. He was working on a 12 per cent margin and it would be impossible for any dealer to work on a 12 per cent margin and we felt that this was next to loss-leader selling. This was the example I cited. On American books our discounts were relatively the same as the dealer who supplies Canadian universities but in turn our time of delivery was slow.

We speak in the brief about time of delivery, how we must be concerned with -- this is not -- on the book Wonderland, a new book published by Vanguard Press in the United States and published by Copp-Clark in Toronto by Joyce Joyce Carol Oates, Joyce Carol Oates is a very well known author, the university libraries expected to receive this book on the date of publication. We did not have it available to them for at least three weeks after publication and yet we had criticism from our libraries because of our slow delivery and yet we, as we were buying

it in Canada, had to depend upon the delivery from a particular publisher.

In the conclusion of the brief I bring out something that can affect us. We have lost one big Canadian account through processing. The Library of Congress cards with a particular order whether it is a current order or a book that is in print for several years. This library we cannot give processing because we have not got forces to set it up. I do not blame the particular library in turn from going where they have to get the process. They have to watch their dollars the same as we have to watch ours.

I cannot be concerned with how a Canadian publishing industry is doing its publishing.

DR. JEANNERET: We are, you must understand.

MR. COUTTS: I know. I, as a dealer, cannot be because we must buy from the publisher-agent because our orders are for books published by the publisher-agent. We, in turn, must be concerned primarily with the customer who is demanding a certain service from us. If he does not obtain this service from us, the customer must be able to go where he can get the service. If he cannot get it from us, I do not blame him for going elsewhere. I hope only that we can retain the customers we have and, by the rate of our growth, I hope we can obtain more customers.

In the brief I noted that we have not sold books to only two Canadian University libraries in Canada, one Simon Fraser and one Dalhousie. Yesterday I called Simon Fraser and told them I was going to be in Vancouver in two weeks and I would like to be able to come and say, on a brief like this, that we are able to sell them at least one book, so I don't have to enter them in our dirty book of statistics. The woman said "We are thinking of it. We hear good things about you". I said "A hell of a lot of good that does us because other people have trusted us for two years and you have not trusted us, but I will forgive you".

In the rest of the conclusion I cannot

say anything other than the generalities I have had to say about ourselves within the industry. That is my resume.

THE CHAIRMAN: What you have been talking about, of course, we kick these terms back and forth, is really your association with agents of publishers. It may well be that most of the publishers in Canada are also agents, but your concern is with the agency hand of the business of producing and delivering and supplying and selling books. Is that fair enough?

MR.COUTTS: Yes.

THE CHAIRMAN: And can you explain in your own way, or is there an explanation, in your view, as to why it is the Canadian agents of American or U.K. principals seem in your experience to wind up with books which are being published, the examples you gave us the first time, with books available then to you three weeks or so after publication. I daresay that is not the general rule but you pointed it out as being an example. Is there any explanation why the Canadian agents don't get their hands on these books within a reasonable length of time?

MR. COUTTS: If there was, the Canadian agent in turn would be much happier because he has a difficult problem obtaining the particular books from his principal in New York.

THE CHAIRMAN: He is owned by his principal, which is quite often the case.

MR. COUTTS: That doesn't matter.

THE CHAIRMAN: Why would it not matter, in your viewpoint?

MR. COUTTS: If we were dealing with public libraries and our experience or statistics could be drawn on the selling to the more general library than to the university college library, then I could probably give you an affirmative answer. Doubleday is a publisher which sells to the general public, public library, and has usually the best-list. They, in turn, always have their books in Canada before date of simultaneous publication in New York. Take University of Southern Illinois Press, the Canadian publisher-agent here might order ten copies of this particular book for distribution in Canada and hope that he would sell that many. In the United States the University of Southern Illinois Press would sell at least 150 of these books to his largest supplier or his largest seller of books, and that would be Richard Abel and Company Incorporated. In turn, any clerk in the warehouse or the office who sees a sale of 150 is going to give a lot more preferential treatment to them than if he sees 150 go over 10. Regardless of the ten on the stock card records, just the sale of ten, it doesn't matter if it is Canada or what-not, this is the kind of book we order, not the lovely, easy to get, new book Wheels by Arthur Hailey.

THE CHAIRMAN: If that is the case,

why is it the Canadian library, the kind you have been talking about, can order directly, or you can order directly and get much faster service if you are ordering much fewer, if you will? For a library to be ordering one or two in your example, you indicate that you can get directly in a fraction of the time, even though your order is small, so I am wondering if there is some reason for an American principal who might have a Canadian subsidiary agent sort of dragging his feet in terms of ---

MR. COUTTS: I don't think so. I think it could be fault on both sides. A regional publisher does drag his feet and maybe the publisher-agent here on the Canadian scene drags his feet.

THE CHAIRMAN: It would be much more plausible for the publisher in the United States to sell directly through his own importing agency in Canada, would it not? It does away with the interim or in-between orders. I am just puzzled by this constant experience of delay.

MR. COUTTS: The constant experience of delay is certainly there and is a built-in factor. I show in the brief how we had to get two particular books in rushes for our customers.

THE CHAIRMAN: You are in a position of being almost compelled to attempt to buy directly from the United States rather than through the Canadian agent?

MR. COUTTS: We buy in the United States for all books not represented in Canada and we

order them from our American office because of the Customs problem too. You have a built-in factor of delay with the Customs problem. The University of California Press is not represented in Canada and we, in turn will order them always from our American office even though we can order them from our Canadian office, because a book could easily be held up three or four days.

THE CHAIRMAN: Why do you bother with the Canadian agents at all?

MR. COUTTS: That is an interesting question and I am a Canadian and I would continue to be a little stupid to do this if there was enough money, but this is one of the problems.

THE CHAIRMAN: Is that the only reason you buy Canadian, through Canadian agents?

MR. COUTTS: I could be less flippant and say the reason we buy Canadian is some of the Canadian publishing agents deserve all the orders they can receive from the books they have because they are conscientious and taking money and, in turn, publishing books, McClelland and Stewart does a beautiful job of publishing books and they would never have been able to publish these books without the strong agency representation which they had at one time. I would always do that.

THE CHAIRMAN: Now, in the conclusion of your brief, you went through several possible solutions to the problems that you see and discarded them all. You left us with the question, what is

the solution? I gathered from the framework of your brief that you have no solution to offer to us. You pose the problem, but there isn't any solution. Now, you have been in operation for less than two years.

MR. COUTTS: That is right.

THE CHAIRMAN: Obviously it is a successful one if success could be measured in terms of number of employees you now have, which is 50 plus, so I take it that some part of your business has been a profitable one and you are expanding and therefore providing a service against a market which allows you to make a profit. In that period of time you have achieved that kind of growth, what do you anticipate the future is for your own organization in relation to the market and in relation to the services which you are able to provide? Do you think you will continue to expand?

MR. COUTTS: At the present moment we are negotiating with two of the major Canadian university libraries to sell to them American books. Until the end of December this year they are buying all their American books from the United States. We can continue, by personalized service, to be able to sell approval books for all current in-print books to Canadian university libraries as long as we continue to give them the service they want. We cannot compete with processing when that is required to Ontario universities, McMaster and the University of Western Ontario, which are buying their major part,

if not all their American books, from a dealer outside the country because they require processing.

THE CHAIRMAN: Processing would bring up the cost of the operation at this time?

MR. COUTTS: Yes, because it would require between $250,000 and $500,000 investment, and I don't like carrying this much investment because I have such a huge investment at the moment. It would be just a question of raising it on the market and it is very difficult to raise money on the markets.

THE CHAIRMAN: Aside from that you do anticipate, though, continuing to expand?

MR. COUTTS: Yes. At the present moment our square footage is being enlarged from 4500 to 8000 square feet and it will be finished in a week. We hope at the present rate of expansion to have 100 people employed and perhaps no more than 4 people in the United States.

MR. CAMP: What was it that you thought the O.D.C. might do to report this telephone conversation which was no more than a telephone conversation?

MR. COUTTS: I was hoping I could go and talk to them about the possibility of processing.

MR. CAMP: This involves loans for the purpose of capital equipment which is where you get into this rough figure of $250,000 to $500,000?

MR. COUTTS: You have to have a memory bank to be in your L.C. hardcovers. You have to have

professional cataloguers and they are most expensive.

THE CHAIRMAN: Roughly how many jobs would you create if you took on this kind of system?

MR. COUTTS: It would be a separate operation from our present operation because once you blend operations such as this, you tend to get poor service. We could employ, in all probability -- we would have to start with at least 25 which would soon reach to 50.

MR. CAMP: Taking the national average of what they are paying these days to create a job, which is around $75,000, I gather -- I think it is correct to say the O.D.C. in keeping within the terms of reference, would not turn you down, but there is no other -- have you explored other possibilities?

MR. COUTTS: Yes. With the building I have had contact into a money market in the local area and I am mortgaged presently to, say, $100,000 for this building and I have explored it with them and they say "Go to all other avenues before you come to us".

And with their usury money of 12 per cent I would rather go to another market. 12 per cent is a lot for me to carry at the moment.

MR. CAMP: But you leave the question -- and that is all I can ask about this -- that you do not appear to me to be convinced that if you had it it would, as you say, broaden the base of your applications. As you say, you never know until you try.

MR. COUTTS: It would broaden the base of our operation. It would take it out of the secondary level and that is what this gentleman said on the telephone. I posed the question to him. I know perfectly well if we had the processing we could go to the market and obtain in the first year of operation, $500,000 worth of sales.

MR. CAMP: The way you put it was a little ambiguous. I just wanted to resolve it.

DR.JEANNERET: Lookingat the business that you have developed up to this point without processing, would you say that any of it has been obtained at the cost of business that would have been done by Canadian publisher-agents?

MR. COUTTS: I doubt it. Our main accounts, I can tell you who they are --

DR. JEANNERET: No, do not bother, but when you say you doubt it, you are in effect saying that you are not taking business from

libraries in connection with purchases from abroad that might otherwise have gone through Canadian publisher-agents. It is quite a saving.

THE CHAIRMAN: Well, what is a Canadian publisher-agent? I do not know.

MR. COUTTS: A Canadian publisher-agent is hopefully an original Canadian publisher who publishes original Canadian books and acts as well as an agent to original American publishers or British publishers to handle their books in Canada and to sell them and promote them and from the profit of these sales they would be applied to publications of original Canadian material.

THE CHAIRMAN: These are Canadian controlled publishers who are at the same time agents?

MR. COUTTS: That is right.

THE CHAIRMAN: There are not too many of those, are there?

DR. JEANNERET: You include subsidiaries too? Do you include the subsidiaries?

MR. COUTTS: Yes.

DR.JEANNERET: On the basis of your fairly extensive experience, Mr. Coutts, would you say in a word why so-called exclusive agents exist in Canada at all? Who appoints them?

MR. COUTTS: They are usually courted and wooed between the original Canadian man or group of men who have gone into the United States to attempt to have a good publisher

to represent in Canada and have exclusive selling rights. It would be lovely --

DR. JEANNERET: But they are not self-elected, they have to be granted the franchise?

MR. COUTTS: Yes. If I were at Harvard University Press I would look very carefully to the agent in Canada to see what he can do for my books better than another person. If I were Simon and Shuster which is a publisher or American press in the United States, one thing I would be concerned with is, does the salesman in Canada cover every possible popular sales outlet in Canada.

DR. JEANNERET: By and large is it fair to state that the foreign principal wishes to have his books distributed exclusively through the exclusive agent that he appoints in Canada?

MR.COUTTS: I think at one time this was more likely to be true than it is at the present moment because some of my dealings are with the university presses or what we buy from university presses. Cornell University Press at one time was represented in Canada but it is more profitable for them to be represented in the United States and have a salesman cover Canada.

DR. JEANNERET: Let us focus on those principals who have extensive exclusive agents in Canada. Are you able to purchase from those principals?

MR. COUTTS: No, we cannot.

DR. JEANNERET: Why not? Tell us exactly why you cannot place an order with a principal in the United States for argument's sake that has appointed an exclusive agent in Canada.

THE CHAIRMAN: You can place an order with him but he will not fill it, is that the answer?

MR. COUTTS: Yes.

DR. JEANNERET: Why won't he fill it?

MR. COUTTS: He has a contract with the Canadian publisher to represent his books in Canada.

DR.JEANNERET: Only so long as he wants to have a contract.

MR. COUTTS: Well, if we were to send an order from our Canadian office to Harvard University Press the thing they would do would be to send the order back and say, "You must obtain this from the publisher-agent in Toronto".

DR. JEANNERET: That is what I wanted to findout. All these books cannot be obtained from the United States if they have exclusive agencies in Canada.

In your brief at page 9 you say:

"

We must receive as large a discount as possible from the major publishers to offset the losses we incur when we buy from the small publishers,

" the reprint publisher, the Societal, and the Institutional publisher."

I am interested in this. You believe that the publishers have a responsibility to give you a sufficient margin of profit to purchase from those who cannot give you a discount at all.

MR. COUTTS: I do not think that is a major publisher's responsibility.

DR. JEANNERT: But you imply that it is a responsibility of the major publishers to offset the losses you incur when you buy from the small publishers?

MR. COUTTS: We will go to a publisher and buy from him and say that we hope to receive as large a discount as possible in order to handle and sell his books but we do not bring up to him that we are receiving from Urban Institute in Washington no discount at all.

DR. JEANNERET: Well, here you are saying to us, in effect -- I am interested in this because this imposes if it is to be accepted, on the publishers a certain responsibility to carry a segment of business in which they are not interested. The librarians have told us, although they admit that they are interested in the health and well-being of Canadian publishing, that they do not feel that they have any responsibility to the Canadian publisher insofar as his dependence on his agency business is concerned and yet you are

saying that the publisher has a responsibility in a sense to you, to make it possible for you to stay in business and purchase certain books from abroad without a discount.

MR. COUTTS: The publisher gives, the major publisher does give, a large discount whether it is to a library and dealer or another institution such as that. In his pricing practices in the production of the books, this has all been taken into account. The discount that has to be extended to the individual has been taken into account. I could have given you -- and it was in the original working copy of the brief -- there is a good small Canadian publisher called James Lewis and Samuel and they in turn were giving us a 20 per cent discount and charging us postage and handling from Toronto. They were giving book-stores 40 per cent discount.

DR. JEANNERET: On Canadian books or imports?

MR. COUTTS: Canadian books and we brought out the fact to them that we did not like to buy books from them because it was costing us money. We were having to give a straight flat discount to our preferred customers and most of our customers are preferred because they give us a fair proportion of their budget. So, in turn, we were working on a margin of 13 per cent, when you give your flat discount, pay your postage and handling from your publisher and then you pay out

of that 13 per cent to your customer. They, in turn, have extended their discount now to 40 per cent to us to be treated the same as bookstores but in turn they must treat all other book distributors and wholesalers in the same way.

DR.JEANNERET: On page 20 you say:

"

If a solution could be found to have the libraries pay the Canadian price for American books, that would be fine. The obvious answer to that is that Departments of Education would have to give grants of up to 20 per cent above what they are now giving to the universities for the libraries to continue buying at their present rate."

I question the logic of that. Even assuming that the prices are marked up by 20 per cent, or even assuming that they are marked up 20 per cent after you have discounted them, which is another way of putting the same thing, this would be true only if 100 per cent of the library grants went for the purchase of books. What percentage do you think does go for the purchase of books? You are very close to the libraries.

MR. COUTTS: It does not really depend upon the library. Take a budget of $500,000 for a library, $250,000 of that could easily go for current imprints from all over the world. This would include standing orders that are

in for continuing publications.

DR. JEANNERET: But this was not the question I was asking you. The grants to the libraries are used only in a small degree for the purchase of books at all.

MR. COUTTS: Well, I can say in the case of Brock University, I was talking to their head of Technical Services last night and they have had on their budget $21,000 as of this year and as they buy a lot of their American books from us this will affect their buying pattern from us. Now, if they had to buy, of that 21 per cent, let us divide it in half and say that 10 per cent of that is for books available in Canada, those same books, if they had to buy at Canadian price, would cost them 20 per cent more.

DR. JEANNERET: The public library systems quite commonly spend 10 per cent of their budget or something of that order on the purchase of books. University libraries spend sometimes a little more, although to get a true cost comparison is difficult because of the other overheads that are covered but if they use the figure of 10 per cent -- of course, that is a little low -- and remember that half the books are going to be books that are not represented anyway, then an increase of 20 per cent in Canadian books is an increase of something of the order of 1 per cent or less?

MR. COUTTS: That is right.

DR. JEANNERET: So, you revise your submission in that respect by saying that it would cost 20 per cent more in grants. I do not follow that at all.

One final question in connection with the Quebec Orders-in-Council. You say::

" The Toronto publisher-agent could pressure the Ontario government to pass a similar Order-in-Council to the one recently passed in Quebec. This is an impossible law to administer, and now the Quebec Department of Education is probably going to be forced to give at least a 20 per cent higher grant to all of the Quebec univerdity and college libraries to offset the higher cost of book purchases."

Is that based on hard information or is that surmise?

MR. COUTTS: This is based upon talking to at least 10 different French-speaking university libraries in the last month and their problem of having to buy books within the province of Quebec has become their major problem, not a major problem, but the major problem. We are under pressure from them to help set up business within the province of Quebec to be able to give the same service to them from Quebec as we do from Ontario but we are not allowed by law to set up a business such as we have here. We must own no more than 50 per cent.

DR. JEANNERET: We understand the Order-in-Council and the implementation now, you made such a hard statement there about their future that I was surprised. The situation at some universities such as Laval is they go on doing what they have been doing, buying through their bookstores. Is that not right?

MR. COUTTS: That is right.

DR. JEANNERET: My final remark is the same as the Chairman's and I want to be sure I understand. Do you, in the brief -- it is quite a substantial brief -- we have now had 124 pages altogether with attachments. Do you have any recommendation to make that would reasonably have been expected to assist or help the future of the Canadian book-publishing industry as such?

MR. COUTTS: There is a long, pregnant silence comes on.

THE CHAIRMAN: A long silence, but not always pregnant.

MR. COUTTS: Hopefully. The Canadian publisher-agent is basically different from the American publisher in the United States who is acting usually alone to sell his books. The Canadian publisher-agent is more often than not acting as a single outlet for many publishers resident in countries other than Canada. The problem always comes, is it economic to stock and to buy and not necessarily on consignment buying from the original publisher, whether in the United States or

Canada, because these are hard facts. They have to pay for their books the same as I have to pay for the books, whether we buy in Canada or the United States. The Canadian publisher-agent must pay the American principal for the books. If he has the book sitting in his warehouse, it becomes a difficult problem, economically so. If the Canadian university library were to buy the books either through a dealer or through individual publisher-agents, he would be able to clear the books but the publisher-agent would have to have a lot more faith in the librarian that the librarian was going to buy the books he was stocking. The librarian has made it very plain that they want to buy it from a dealer, that is a large librarian, or large university library, because it is uneconomic for them to buy from 4000 different suppliers when they can buy from one supplier, or maybe ten suppliers for those 4000 books.

It still comes back to the matter of the pricing and the service but the service is even more important than the pricing. If we can supply a book within two to three weeks from the time we receive an order, and we buy it in Canada, most of our customers would probably pay the Canadian price but they would say "We can get it from the United States and pay a less price. Why pay it to you when we can get the book back in the same amount of time from the United States?".

If there was a uniform pricing for the markup over the American price of British price,

it might be easier to buy.

THE CHAIRMAN: And, of course, the buying public is required to pay the supplementary charge. I think Dr. Jeanneret is finished with this line, but before we close off, I want to ask you one or two general questions. Would it be fair to say that your organization, which is new, is, in fact, a central buying or purchasing agency from which a library, university library, which appears to be your main market, that university library can deposit its order in a broad base, dealing with you as a central buying agency? Quite clearly, from your own statistics -- I congratulate you because you have thrived -- that is great. We, of course, have had written submissions which indicate the government should do this and the government should do that and we are hammered on all sides by what the government should do. I am interested in your view as to whether or not a similar, private-enterprise firm, based on the general structural design of yours, might or might not be viable in the area of educational books or dealing either with the schools or school libraries or whatever, or trade books in public libraries, generally speaking. Do you think that there is a need or demand which might be fed by private enterprise in this kind of an area, or do you think only yours dealing with university libraries, could be viable? That is just a ball-park question.

MR. COUTTS: It is quite viable. It

would be a particular challenge to be able to sell to this kind of library, but you have to have other resources than what we have and other specialists than what we have to sell to this kind of field. Baker and Taylor is a large supplier, American one, supplying to public libraries in Canada, because they are specialists in this and they are doing a beautiful job, but one of the ways they are selling to public libraries is large discounts and we are not able to give large discounts. The other suppliers are giving them throw-backs and not necessarily the way they want to in the present day in the fiscal systems throughout Ontario. Again, if you were to have such an organization as this, you would have to have a specialist in charge of doing it and you could easily go to the librarian and say "We have this sort of service and we will sell it to you at the Canadian price." Rather than 50 per cent of all available material we would have, let us say, 90 per cent of all available material here in Canada and you could cut out the American competition quite easily if you were able to give this sort of service. It would be a challenge for us.

THE CHAIRMAN: Thank you very much, Mr. Coutts. It has been a most interesting brief and, as I said, we appreciate it. It is very clear and the information is most useful.

MR. COUTTS: Thank you very much.

SUBMISSION OF FITZHENRY AND WHITESIDE LIMITED

THE CHAIRMAN: We now have with us Mr. R.I. Fitzhenry, President and Mr. C.L. Whiteside, Vice-President of Fitzhenry and Whiteside Limited.

Gentlemen, we appreciate your being here with us. Would you like to indicate the main points which you would like to tell us about and we will discuss them with you?

We have a letter from you dated June 22nd. However you want to approach this.

MR. FITZHENRY: Mr. Chairman, I think that expresses our views. We understood that you might want to question us on the letter or any other ancillary problems connected with book publishing.

THE CHAIRMAN: Well, I noticed that you believe, Mr. Fitzhenry, that the Commission should give consideration to a program which would call for the phasing in of Canadian control of foreign-owned publishing houses. How would you see such a program working or being implemented?

MR. FITZHENRY: Well, you will note that I have said that there are pros and cons of Canadian ownership. In actuality, I don't believe there are serious editorial disadvantages to American ownership. I don't believe there is any real editorial control from the States. I think it is simply a matter of business with the American houses, if their Canadian affiliates are making a

profit, I believe it is good business for them to permit the Canadian houses to publish what appeals to the Canadian market. However, I believe that there is a serious, psychological handicap to having publishing which is an intellectual process having to do with thoughts and communications controlled outside the country. That, as far as I can determine in my own thinking, is simply a psychological barrier. I can't find in my own thoughts that there is any functional disadvantage, any outside actual control exercised by American interests or foreign interests, British or American ---

MR. CAMP: It might just be simple negligence.

MR. FITZHENRY: I think publishing is, after all, a business just like any other business and those who engage in it take their chances. I don't think they are interested in purveying -- I don't think they have a fundamental philosophy and I don't think they are interested in purveying it. It is a matter of doing business.

THE CHAIRMAN: On the other hand, would you say the same thing applies to the authors in this country?

MR. FITZHENRY: The authors in this country, I believe, have a very adequate facility to be heard. I think that we have to take into account that Canada is a comparatively small country and the reservoir of talent ---

THE CHAIRMAN: Let me help with the

attitude. You see, we have been at this -- again a pregnant period, about nine months -- we have been involved as a Commission with the book-publishing industry and I would hope that, at least I, as a layman, will have learned something during that period of time. I have not got a rigid brain. Sometimes I wonder if I have one at all, being associated with an enterprise of this kind. In any event, certain things begin to emerge and, certainly, what is emerging so far as I am concerned, is that there has to be, not the question simply and purely or making a buck publisher-wise, but I think that we must be enormously concerned with the people who create the intellectual property which is utilized by the publisher to make his dollar and to make his business grow. I personally am becoming more and more concerned about some of the failures in the area of authorship in this country. I wondered if the whole business of publishing, when you consider the position of the author, is merely one of making money or, if you bring the author in, there is also the urgent need for the creation of a vehicle to express intellectual, cultural views?

Now, having said that, I wonder if this is the area which concerns you when you talk about the thing that is psychological in terms of why these publishing firms, or Canadian publishing firms, should be controlled in Canada. Is it the input of the author?

MR. FITZHENRY: Well, I think that is a factor. When you say that you are concerned that publishing might be only a business --

THE CHAIRMAN: I did not say that, I thought that is what you were saying.

MR. FITZHENRY: Just making a buck is the goal of publishing, I think that is not the only goal. However, you must remember that it is a goal and unless you do make a buck then you are not going to be able to publish so that you must adhere to certain business practices in your publishing program.

In my observation here -- and I am American -- it seems to me there is adequate opportunity for Canadian authors to be represented. Certainly McClelland & Stewart has done a magnificent job of making available Canadian publications and the whole range of new publishers who have lately appeared are making available Canadian books to Canadians. I think, to argue the other side of the coin, that that is a factor which we must have but we cannot permit publishing houses simply to operate willy-nilly to publish Canadian books without adhering to normal business practices.

It is a great thrill to publish: everybody likes to do that.

THE CHAIRMAN: I find it quite remarkable -- and I am not going to knock this at all -- but I find it quite remarkable, and I think

it is a sign and part of a tone of Canadian culture and existence today and I wondered if the same thing could apply in the United States. You, sir, you are an American, this is what you have told us, and that is tremendous but it is interesting to me that we are sitting here and we are listening to you, you are doing business in Canada, you are an American citizen and you are giving us views about Canadian culture and how things should be done here. I just reflect that this is, I think, a sign of the way Canadian culture operates and I think it is something to reflect upon. I think your opinions are as valid as anyone's. I am not knocking that at all but I am just saying it is quite interesting to note that this sort of process goes on in this country.

MR. FITZHENRY: I think possibly one of the factors in your mind was that I am American and in somewhat of an anomalous position here and perhaps for that reason you wanted to hear what I had to say.

THE CHAIRMAN: You are also president of a firm that is a Canadian firm publishing in Canada. Your views are extremely interesting. I also see that you have views which relate to the preservation of a Canadian identity and the preservation of Canadian control. That is an interesting approach as well, but we do realize that you put the psychological aspect.

MR. FITZHENRY: Yes, in reviewing

this matter myself I think of the Canadian Radio and Televison Commission which has probably faced a somewhat similar problem. I note that they have been able to bring down regulations which bar foreign majority ownership in Canadian radio and television.

THE CHAIRMAN: As an American doing business in Canada in this particular field, which is a cultural field, why do you think it is essential at all, or necessary at all, that there be any difference between the two countries so that there should be any difference in ownership? Why bother? Why not just all be one great big policial, economic and cultural entity?

MR. FITZHENRY: Well, I would think that Canada does have a separate heritage and separate history and that the function of communication is to accent, focus, on this and if you homogenize Canada with the United States then Canada necessarily loses its identity and you are up against, as the Prime Minister says, a benevolent elephant next door.

THE CHAIRMAN: All kinds of benevolent elephants are available today but at the time you wrote this which was June 22nd, today the elephant is becoming quite a different beast. It is pretty hard to tell what it is at the moment but it is quite something, quite different.

MR. FITZHENRY: Nevertheless, Canada does have the problem, a great problem of

establishing its identity living in such close contact with such a giant.

THE CHAIRMAN: The giant is probably one of the most nationalistic giants in the world, isn't it?

MR. FITZHENRY: Yes, it is, and Canada apparently has needed help from the United States as far as capital resources are concerned.

THE CHAIRMAN: Well, the United States needs help from Canada in terms of its physical resources.

MR. FITZHENRY: Yes, that is right. I am just questioning whether that help is needed any more. Perhaps it is time now to say, "Well, thanks a lot".

MR. CAMP: Notwithstanding all that has been said in the last five minutes or so, you do believe that it would be useful to consider -- and I will use your words -- the "phasing in of Canadian control of foreign owned publishing houses". Let me just go one step further in exploring what I take to be your opinion or judgment, that since, as you say, the Canadian market represents 50 per cent of the world market of U.S. exports in books, that while the American publishers might not like it they would nevertheless accept it? Of course they would have to accept it but I mean by that that they would not withdraw.

MR. FITZHENRY: That is my opinion, sir. I do not believe that they would

withdraw. Half a loaf is better than none and I think that they would find Canada still sufficiently attractive to maintain whateveriinterest they would be permitted to maintain in Canada. Among other things pure business would probably be the controlling factor but Canada is also a laboratory for publications from all over the world to experiment with. There are possibilities here.

MR. CAMP: Laboratory?

MR. FITZHENRY: Laboratory, all right.

MR. CAMP: Now, to go one step further because I am interested in your opinion, what would that achieve for the Canadian interest, the Canadian national interests of the Canadian publishing industry if, indeed, we were to have such a regulation or to make such regulations?

MR. FITZHENRY: Again, I will have to be kind of nebulous. I think it is principally psychological. Specifically I suppose it would stop dividends going south if there are any, which is the contention of the American controlled houses, that most of the profits are ploughed back into the business, I suppose some must go back to the central headquarters so that would be a factor. I suppose that there would be a disposition to publish in less profitable fields, perhaps more. They are under the gun.

THE CHAIRMAN: Such as fiction and poetry?

MR. FITZHENRY: Yes, they would be under the gun and would have to show a profit and fiction and poetry are not a very good way of doing it, but I keep alluding to the fact that a profit must be made and I think a profit can be made with a proper mix of fiction and poetry with other publishing which is more profitable.

MR. CAMP: Do you publish any Canadian fiction or poetry?

MR. FITZHENRY: We co-published one book, we are working on a second right now but we have specialized principally in textbook publishing.

MR. CAMP: That is a recent development, bearing in mind that so are you?

MR. FITZHENRY: Yes.

MR. CAMP: Is that rewarding or encouraging, this development you mentioned of getting into indigenous Canadian textbook publishing?

MR. FITZHENRY: The indigenous Canadian textbook publishing, yes. We have not made any money on it, in fact, we have lost money but we are satisfied that we will make money on it.

MR. CAMP: Have you any opinion at this time with regard to Circular 14 in Ontario, its retention or change in it?

MR. FITZHENRY: That is a hard one for me to answer because my own business interests are so involved. Circular 14 does what it purports

to do: it confines eligibility to indigenous Canadian textbooks to the extent that even a book which is adapted from an American textbook is not eligible. So, to that extent it is successful and it encourages conditions in Canadian publishing.

There is another factor and that is whether Circular 14 is permitting the best possible book to be available to the Ontarion student. That is an ambivalent answer I am giving you but that is my feeling.

MR. CAMP: You are not the first one to be ambivalent.

DR. JEANNERET: The history of Canadian publishing is very largely, I think you will agree, a history of agents that do better and better and finally they do so well that they cease to be agencies and they become either subsidiaries or foreign-owned corporations in Canada. I know I do not have to go back that far to remember a firm I worked for -- I have to go back quite a way, which represented firms like Mamillan's and Blackie's and you do not ever think of them as having been handled as agents. They are now major publishing forces, certainly some of them are.

To what extent do you feel that this is going to continue to be the pressure, the trend? You make a few very interesting comments on the agency role in the publishing business and

I am asking you really what gurantee is there that the profits will be diverted to creative publishing? We can think of some that do not divert any of their profits to creative publishing in Canada. To what extent is it likely that this is just a prelude to their seeking to be Canadian altogether? Have you any views on this question?

MR. FITZHENRY: I think it is a very great peril. It is good business if a foreign firm is represented here by a representative and the business becomes considerable for the foreign concern to want to take over the Canadian business.

DR. JEANNERET: You think this is a natural evolution?

MR. FITZHENRY: Yes, I do.

DR. JEANNERET: I think we have to take this into account, the Commission, in looking at the exclusive agency business in Canada, that it is a transitional stage. It might last for quite a while but the more successful it is then the shorter it will last.

You would agree with that, would you?

MR. FITZHENRY: Yes, I would, but I think the agency business then will be necessary. I think it is the really ---

DR. JEANNERET: It is not an ultimate condition, is it?

MR. FITZHENRY: No. Actually, the trick of it really, I mean, I feel that without an agency business, given all the factors that you gentlemen know, the difficulty in getting credit, expanding capital, the agency business is the only viable method of generating capital to become a publishing house.

THE CHAIRMAN: If it is a necessary business in Canada in relation to supporting publishing in Canada, agencies supporting publishing, do you consider that any steps ought to be taken which would require that all books purchased in Canada should come through the hands of Canadian agents? In other words, the books that now can be bought directly from other countries ought to be only available through Canadian agents of these principals in foreign countries, or do you think the way the thing is now is satisfactory?

MR. FITZHENRY: No. That would be very desirable. That is an easy question for me to answer.

THE CHAIRMAN: What would the results be, do you consider, in terms of the continued supply of books across the borders which

seems to be a treasure which is protected by all that it is good for. Do you think it would slow down or prevent the free exchange of books on an international basis, as far as Canada is concerned?

MR. FITZHENRY: No, not at all. I think the Canadian agent to be encouraged -- he is quite encouraged now, there is a good business that can be had up here in simply being an agent and if an agent conducts his business properly, he will stock all the titles of a publisher which he represents. I think we stock something like 12,000 titles and in an inventory of four months. According to our records,we keep four months' supply of 12,000 titles and the only titles we do not keep are those of which we only sell one or two copies a year and they are marked "Order only" and we may not be capable of fulfilling that order until we reorder. Most of our business, except for mistakes that we make, errors, we are capable of fulfilling an order from our regular stock.

DR. JEANNERET: Most of your business or most of the titles you represent?

MR. FITZHENRY: It would be most of our titles. Our business, it is true, would be confined, of that 12,000 titles maybe 1000 titles does 70 per cent of our business. I don't know ---

MR. WHITESIDE: About a thousand.

DR. JEANNERET: The question was whether or not you carry a great majority of the titles that you represent of the books in print?

MR. FITZHENRY: Yes, we do. We would be further encouraged if we -- if our potential was greater. We are aware of the fact that a large amount of business is being lost to us through American wholesalers coming up.

DR. JEANNERET: That is the next question I want to ask you. You are talking about buying around with tax money and then you speak about:

> ". . . millions of dollars, as you know, are currently being lost to the Canadian publishing industry . . ." et cetera, through purchases made outside of Canada expecially to you as wholesalers."

The "millions of dollars" is a round figure and it is not a hard figure and you have nothing to base it on?

MR. FITZHENRY: Except I think many times we have heard the figure $25 million for university libraries in Canada.

DR. JEANNERET: You have read the Basil Stewart textbook on that subject and that will deny that figure pretty flatly.

MR. FITZHENRY: Yes. You come down to whatever it is. That is only counting university libraries. There are vast public library expenditures being made.

DR. JEANNERET: I think this would be helpful, speaking of publishers and publisher-agents

too, why is there this terrific seepage, why does it occur? Why is it you are not able to hold onto it?

MR. FITZHENRY: The principal reason, I believe, is service and then, of course, there is price too, I believe.

DR. JEANNERET: Those are two pretty good reasons.

MR. FITZHENRY: On service I think the Canadian agent is licked. He has got to do a great deal better. I think there is always room for improvement.

DR. JEANNERET: How can he lick it? He can't get a single invoice.

MR. FITZHENRY: That is true. To that extent he can't and, therefore, the answer to American wholesaling is Canadian wholesaling, which, as you know, poses somewhat of a problem to the Canadian industry because he has to give a larger discount. He would be happier to give a larger discount to get the business.

DR. JEANNERET: We heard one this morning at length.

MR. FITZHENRY: The answer to large systems is Canadian wholesalers.

DR. JEANNERET: You have grown very rapidly indeed, and I am astonished at how rapidly you have grown in the educational field. When you speak about what you hope your indigenous publishing will reach, and so on, in relation to your total

turnover over the next few years, are you speaking about a growth that has to do with increased book publishing or publishing or production of media that is not book materials? I am conscious of what you have done in British Columbia.

MR. FITZHENRY: I think you may be referring to one social studies picture.

DR. JEANNERET: That must have represented a substantial portion of the business?

MR. FITZHENRY: It did, but on the other hand, it was a business we knew nothing about. The Provincial Social Studies Committee decided this was what they wanted and we invested a very large amount of money to make a presentation in this particular phase of it.

DR. JEANNERET: We went out there and asked them about it and they told us all about it and you did a very good job.

MR. FITZHENRY: The fact is, it would have been much easier for us to engage in competition in books than it would have been in pictures.

DR. JEANNERET: Where do you see the activity breaking between books and media now in the future?

MR. FITZHENRY: I think this is just kind of a sport. Our activity is in books. Our whole contact with the educational departments is on behalf of books.

DR. JEANNERET: Would you comment

briefly on what you mean by a reasonable relationship between U.S. and Canadian prices today? We have heard a lot about that and we know the money is at virtually par for all intents and purposes. Would you rationalize the markups that do exist and why and so on, not the full arithmetic?

MR. FITZHENRY: There is still duty on imports.

DR. JEANNERET: But we know that is only applicable on a relatively, precise -- I won't say "small" -- but a particular segment of the business and is not leviable on library books.

MR. FITZHENRY: It is applicable on most new books.

DR. JEANNERET: Until the Customs have ruled on it.

MR. FITZHENRY: The rules are kind of whimsical at times. You just don't know whether a book is going to be dutiable or not. If it is fiction, you know it is going to be dutiable. There are certain other categories, biography, for instance, you know it is going to be dutiable. Other times you would have a chance to rate a book as technical and then it becomes a decision of the Customs officer as to the book, whether a book will be dutiable.

DR. JEANNERET: You are attributing this to the duty? It is rebatable in the case of library orders.

MR. FITZHENRY: It is, but I doubt that very many people go back. It is a long,

laborious process and I think once you have paid the duty, except in outstanding examples where you have imported a large quantity of a title, it doesn't pay to go through the routine of trying to get library orders together and getting a rebate.

DR. JEANNERET: The duty is levied at 10 per cent based on the wholesale price, isn't it? This doesn't explain the up to 20 per cent markup on list price, does it?

MR. FITZHENRY: That is part of it. The exchange until a year ago, was 8 per cent. The transportation ---

DR. JEANNERET: We can forget about that.

MR. FITZHENRY: We can't have our prices going up and down. I suppose the Canadian government takes the dollar at 95 cents, so they can't change the prices semi-annually. Transportation, brokerage and then there is a kind of a hidden factor, which is very important, and that is that the American -- in order to get this service, the Canadian publisher buys -- the Canadian agent buys from the American publisher on firm terms, that is, he buys books outright. He may not return them. For instance, when the American publisher sells to Baker and Taylor he sells on a returnable basis. Books may be returned up to a year.

DR. JEANNERET: The American publisher can't return them to the printer either, so it is publishers?

MR. FITZHENRY: That is right. We are in the same position as the American publisher is. We have over stocked on virtually every title we have and they must be disposed of because they are non-returnable. It can be a large factor.

THE CHAIRMAN: Well, thank you very much, gentlemen. We appreciate your coming and your views have been extremely interesting and your responses have been very direct and we appreciate the acceptance of our invitation to come and speak to us. It has been most helpful.

We will just take a break for a few minutes until 11:45.

---Recess

SUBMISSION OF THE EDUCATIONAL MEDIA ASSOCIATION

THE CHAIRMAN: We have with us at this time representatives of the Educational Media Association of Canada, Mr. James Miller, Dr. Neil Nelson and Mr. Gordon Jarrell.

Gentlemen, our usual practice is to ask you to summarize the main points that you give in your brief and then we will discuss the situation with you.

MR. MILLER: The main points of our brief are that there are considerable numbers of

materials being handled by book publishing companies which are, in fact, not books. They are what are called non-print materials or educational media and they consist of such things as film and film strips, slides, overhead transparencies and the like.

We feel that because most of the companies that are distributing these materials are, in fact, foreign-based and that most of the materials that are being offered on the Canadian market are produced in countries outside of Canada, that many of the goals and aims of education in Canadian schools and the schools of Ontario particularly are not being met, at least not being met by these materials.

We feel that quite often the people who are producing the materials do not understand our particular Canadian way of looking at things or our Canadian ways of looking at things and this is reflected in their materials. With references to our country's -- and in actual fact it is not "our country Canada" but sometimes flags of other countries appearing with our flag and so on. We feel that there could be some help given to Canadian producers of materials of this nature and we have submitted several proposals. We feel that any one or all of them in some way or another would assist the Canadian producers of materials to produce things that will support our particular Canadian points of view, that youngsters in Canadian schools would have materials that are produced by Canadians. We feel we do not lack the talent, the intelligence, the creative ability to do these things but it is simply that many Canadian producers, because of the nature of the market in Canada are just not able to compete.

They have not the money either to initiate projects or having done something, they do not have the money to distribute them. That, more or less, sums up what we have to say.

DR. JEANNERET: I think your brief is very clear, thanks. Would you confirm that you really have not much interest in print media as such: It is all non-print media? You agreed with that, did you?

MR. MILLER: Yes, more or less. We are not disinterested in print but our area of specialization is in those other areas.

DR. JEANNERET: I am not too clear on exactly what the E.M.A. is. You say at the beginning, that business education and industry share an interest. I am not clear whom you represent, so to speak. Would you mind making it a little clearer, whether you represent a group of potential profit-making publishers of non-print media or do you represent the educationists or do you represent idealists who would like to see non-print media forwarded, or what?

MR. MILLER: I think maybe Mr. Jarrell could answer that since he is the president of the organization.

MR. JARRELL: Yes, the Educational Media Association of Canada is a looseknit organization of people mainly interested and involved in education, whether it be at the school level or post-secondary school level, community

colleges, libraries and we do have an opportunity for people from industry to join as associate members.

We have maintained and have had one member from industry traditionally on our Board of Directors so that we do have a voice and a liaison back to industry so we are consumers rather than producers.

DR. JEANNERET: Then my interest centres in that part of your recommendation where you say you recommend:

" That the governments make mutually satisfactory arrangements with owners of copyright and/or performers' rights to broadcast materials, so that these will be made available for recording and subsequent use in Canadian schools, colleges and universities;"

Just how far do you go in this suggestion? Do you suggest that there should be some relief from the prohibiting influence of copyrights that you may have relatively free access to the use of copyright printing material? How far do you go in that direction and why?

MR. MILLER: We are really interested again in the non-print materials rather than print. We are thinking here particularly --

DR. JEANNERET: But one comes from the other?

MR. MILLER: Yes, but we are thinking

of, say, a television program which is obviously copyrighted and in which there are actors' fees and various residuals of various kinds involved.

DR. JEANNERET: The right to reproduce pages of a book in the course of it?

MR. MILLER: Yes, in a similar fashion. What we would like to be able to do is to delay these broadcasts -- we are thinking particularly of television at the moment -- to be able to delay them and use them in the schools and colleges.

DR. JEANNERET: Without negotiating the right to do so or what?

MR. MILLER: Well, if a government agency on our behalf can do that since we are involved with education rather than business.

DR.JEANNERET: Are you taking the position -- and I have heard it before -- that in the name of education copyright should be set aside in any event?

MR. MILLER: Yes.

DR. JEANNERET: Would you go so far as to urge -- and I have asked this question before -- that there should be no restriction on taping, video taping teachers, so that we can get along with fewer teaching and use better teachers in the future in the form of canned lessons, or is that something that you would object to?

MR. MILLER: I do not think we want to deprive anyone of his livelihood.

DR. JEANNERET: Well, what about the obvious? I am not on the attack here, I simply want to be absolutely sure that I understand how far you would go. You are claiming a special privilege for education with respect to copyright?

MR. MILLER: We would like to have a special position, either a special provision or a paid exemption but we are unable to pay.

DR.JEANNERET: Who is unable to pay?

MR. MILLER: As you know, school boards operate from the public purse.

THE CHAIRMAN: You are consumers you say?

MR. MILLER: We are consumers, yes.

THE CHAIRMAN: You are not producers?

MR. MILLER: Yes.

THE CHAIRMAN: Therefore you are taking a not unusual consumers' position that copyright should be set aside in the educational aspect so that the product which you have is not only freely available but available without any additional expense. This is, I gather, the kind of approach you are talking about?

MR. MILLER: At least not an additional expense which puts it, in effect, out of reach.

DR. JEANNERET: What happens to the incentive degree of this, to create the precise types of materials that you want most?

THE CHAIRMAN: It is sort of like "Why bother?". There is no return for the input into the program.

DR. JEANNERET: I would welcome any comments on this suggestion.

MR. MILLER: I think we stated in our point 6 that we would like to see the Ontario government, or whatever government is involved, buy the rights say to a television program.

MR. CAMP: You say, "mutually satisfactory".

MR. MILLER: Satisfactory to the producer as well as the consumer. This might mean buying them for a limited time and negotiating again after a period of time. As you are probably already aware, we are not too familiar with business implications. I think that is obvious. So what we are suggesting is, can this be done? We are asking, can it be done and we are suggesting that at least it should be done or investigated, if possible.

MR. CAMP: But you are representing the right of an author or a performer to compensation? You are not denying that right?

MR. MILLER: No, otherwise --

DR. NELSON: There is another position that might be taken which is less extreme than this, and that is that any material which is covered by copyright should be available for use at a fee and very often there is excellent material

which is housed by organizations such as the C.B.C. and there is no legal way that a school can obtain this material, even if they could pay whatever the price was.

We feel that this is unfair.

DR. JEANNERET: I am not sure I follow you exactly. You are saying that the C.B.C. is custodian of materials to which you cannot obtain access?

DR. NELSON: That is right.

DR. JEANNERET: Why?

DR. NELSON: They apparently are involved in red tape, peformers' fees, copyright and so on, and they have not set up an organization to handle that for public consumption.

DR. JEANNERET: I think what you are saying is that there is an unwillingness to pay the fees involved.

DR. NELSON: If there is an unwillingness to pay the fees involved, we have not been told what the fees are. The simple answer is, "You can't have it, you can't use it".

DR. JEANNERET: "You can't use it free"?

THE CHAIRMAN: "You can't use it" period.

DR. JEANNERET: There is no basis on which you can negotiate a truce?

DR. NELSON: That is right.

MR. CAMP: So, with the Copyright Act

it depends on the purpose for which this would be used.

THE CHAIRMAN: May I ask one or two questions about your own personal backgrounds? What do you do, sir?

MR. MILLER: I am Co-Ordinator of Instruction Materials for the Board of Education for the Borough of York.

THE CHAIRMAN: And you, sir?

MR. NELSON: I am Jim Miller's counterpart in the Borough of Etobicoke.

THE CHAIRMAN: You, sir?

DR. JARRELL: I am from the Borough of Scarborough to the east.

THE CHAIRMAN: Then we have a broad overview on this whole question. I was, therefore, having suspected that this was the fine background you had brought to this whole question, I wondered whether in item 2 that you have raised, you say:

" That stimulation grants be given by Departments of Education, or other authorities, to purchasers oif Canadian educational non-print learning materials;"

I wanted to ask you a question, being educators in this field, whether you thought that there was any obligation, if you will, on the part of the Department of Education and the school boards to promote in their own way and through their own

budgets the very things which you are recommending in this brief to us in terms of indigenous production and laying down policies which would encourage production of films and other materials, because certainly, historically at least, this is where a fantastic amount of the public's numbers of dollars is going and has gone. I wondered if you thought there was any obligation on the part of the department or the government or these various boards to begin to make a real effort in this regard?

I daresay you may have presented briefs in this connection before.

MR. MILLER: We would agree -- and I think the other members may speak for themselves -- but we would agree that the Department of Education and school boards do have an obligation to support, wherever possible, Canadian producers of materials. The department has for years subsidized through grants the purchase of books, subsidized the purchase of textbooks and subsidized the purchase of library books and in other ways.

There has been a substantial input of money from the Department to assist school boards and schools to acquire printed material and more latterly to acquire Canadian-produced material.

DR. JEANNERET: It has not been earmarked since 1968.

MR. MILLER: No, but there have been these grants.

DR. JEANNERET: Not since '68, am I right?

MR. MILLER: I don't think it is for purchase of textbooks.

DR. JEANNERET: Or any other kind of books necessarily.

MR. MILLER: The point we make here is that no stimulation has ever been given for the purchase of non-print materials which often are substantially more expensive.

DR. JEANNERET: Your table suggests that this needs no stimulation.

THE CHAIRMAN: Who is giving direction in terms of policy or otherwise, as to what kind of material is needed, that would be you? If you are going to be a filmmaker, you don't rush out into the bush and make films or in the middle of the city. Who is giving not only the incentive, but the direction as to what, in fact, is required in this jurisdiction?

MR. MILLER: That is a very difficult question to answer because, as consumers, we generally have had to pick from the offerings that are given

to us. We have not had that great control.

THE CHAIRMAN: Well, now, if I am a producer and you are a consumer, and you have a very special area of concern and interest, I surely want to know what it is that you want before I produce it. At the moment what you are saying is that while you people are, in effect, consumers, the producer to whom you are looking in Canada, that invisible person, would be hard pressed to get any direction from anybody in relation to the kind of materials you want produced.

MR. MILLER: I don't think that is so.

THE CHAIRMAN: Who would say, if I were a producer, who would I go to and say "I want to produce films or material that would support a curriculum that you have in mind"? Who would I go to?

MR. MILLER: Well, I suppose it depends upon what materials you had in mind to produce. You would probably approach -- there is a possibility you would approach someone involved with the audio-visual aspect of the school board.

THE CHAIRMAN: Would I go to the Department of Education to get this kind of overview?

MR. MILLER: You might.

THE CHAIRMAN: Might I? You see, this is one of the great difficulties I find. Individuals are around in a circle and everybody is saying "He should do that and he should do that and he should do that". Where is someone going to stop to get

direction or impetus for this? I note from your appendix B that in 1970 the acquisitions, expenditures for 16 millimetre sound motion picture film -- are these audio-visual rentals or purchases?

MR. MILLER: Purchases.

THE CHAIRMAN: Purchases. That the school boards of nine metropolitan -- let's see -- there are seven Metropolitan Toronto school boards and one Peel County Board andthose, for the year 1970 alone, for U.S. and other foreign films, $453,037.79, while the acquisition from the National Film Board was $73,075, and for other Canadians it was $43,580. That means that in that year there was a pretty big bill spent just by those school boards alone for these acquisitions and I suppose what you are telling me, or telling us, is in point of fact there is no central body on the consumers' side in Ontario looking at the question of whether or not there can be some overall policy approach to formulating what is required by the educational system in Ontario in terms of films and encouraging expenditure of money in support of an indigenous film industry that would support this. Is this, by and large, about right?

MR. MILLER: I think that is so.

THE CHAIRMAN: Do you think that there might be some useful proposition that you are coming to?

DR. NELSON: One of the problems of any film producer in Canada is he can't sell enough

they are working for markets for their product and they need capital. We are talking about our real problem. The National Film Board is the National Film Board and they are quite right. They are not meeting that particular demand, but there are people we are aware of in the private sector who have enormous talent in this regard and would be quite happy, I am sure, to get involved.

DR. JEANNERET: I am not clear you can't get access to something that exists in the custody of the National Film Board. Is that what you were talking about or is it that you wish they would produce something else?

MR. MILLER: We wish they would produce more things for us to buy, you know. We are constantly meeting this.

DR. JEANNERET: I agree with the Chairman, it is not necessarily their responsibility to become school media producers.
It is another matter when they say they have got something to which you can't get access.

MR. MILLER: Not the National Film Board.

DR. NELSON: I believe we mentioned the CBC.

MR. CAMP: It is not within the CBC's terms of reference either. Have you had any discussions in regard to this with ETV?

MR. MILLER: Meaning Ontario Educational Television Communications? Yes, we can get video-

tapes from them of certain things. They have a scale of copyright clearances of their own materials.

MR. CAMP: So they have the facility and they have some material and what they don't have is enough material?

MR. MILLER: Yes.

MR. CAMP: If they had potentially more material?

MR. MILLER: This is true.

MR. CAMP: The would be a far likelier source?

DR. NELSON: May I interject? Their material is available only on videotape. They have not made it available in a motion picture film format and at the moment this would probably be a more flexible and palatable format for most schools than videotape.

THE CHAIRMAN: I see. Gentlemen, it has been an interesting exchange and we are into an area that also deserves a great deal of attention. We appreciate your drawing it to our attention.

SUBMISSION OF THE CANADIAN COPYRIGHT INSTITUTE

THE CHAIRMAN: Gentlemen, we have the members of the Canadian Copyright Institute with us, the learned gentlemen whom we have seen before, of course.

You have given us a document which I have just seen now for the first time. Mr. Camp and Dr. Jeanneret have seen it a little earlier. I wonder if you would attack it vigorously now. We have, certainly, time constraints this morning but we are very interested in this for reasons which are clear to you. Would you proceed?

MR. SHARP: Perhaps, members of the Commission, the most effective way of attacking it would be sort of to read it through and then you can interrupt or question me if there is anything that appears not to be clear.

We wish to express concern with regard to the provisions contained in Bill 256 of the Parliament of Canada as they relate to copyright.

Bill 256 is couched in such general language that it is difficult to forecast with any accuracy its effects at this time. For example, it defines a "commodity" as meaning real and personal property of every description. This would seem to take in copyrights and everything else and copyrights are also referred to in the Bill.

Section 37 of the Bill provides the tribunal, which is an organization set up, may, where it is satisfied that (d) a person or persons are in a monopoly position within the meaning of Section 41(g), prohibit that person or those persons from entrenching or extending or attempting to entrench or extend his or their monopoly position in the market in which he or they are carrying on

business or in any other market by any action the effect of which would be to prevent the entry of any person into or the continuation or expansion of the business of any person in a market, or from so doing other than on terms and conditions prescribed in the order.

Section 41 defines a monopoly position for the purposes of that section I have just summarized, section 37. A person is in a monopoly position when he or two or more persons account for all or substantially all of a commodity -- I emphasize "commodity" here -- supplied in a market whether or not such position results from ownership or the right to use any - copyright.

Section 16(1)(c) provides that no person shall conspire, combine, agree or arrange with another person, (c) to divide or allocate between or among themselves any market for the acquisition or supply of a commodity or service. This is extremely wide language and one immediately wonders just how far it applies. For example, does this prohibition in 16 prohibit an author from selling English language rights to one publisher, French language rights to another, serial rights or paperback rights to another? Could they be said to be conspiring to control the copyright, the to control the terms of this Act and perhaps the commodity?

THE CHAIRMAN: Are you saying that the very intrinsic essence of copyright is, in fact,

monopoly? Are you saying that if I am an author I hold the only copyright and, therefore, have a monopoly position in relation to that intellectual property? Would you go that far?

MR. SHARP: I want to qualify that. The question arose before this Commission last time we appeared and when you use the word "monopoly" I would like to suggest that it is true a copyright is monopoly, just as your ownership of any chattel is monopoly in a sense.

DR. JEANNERET: Right of exclusivity?

MR. SHARP: Yes and, therefore, I caution anybody using the term "monopoly" and I emphasize that it is not a monopoly in the usual sense of that term. It is certainly not a monopoly in the sense in which it is used in the Patent Act because there is no control or monopoly over the idea: it is simply the right to the work and labour of the author and its development.

THE CHAIRMAN: My question is this: If there is a vestige of monopoly in copyright then is there a concern that the provisions of this Act of which we are now speaking might be operative to inhibit the copyright owner or assignee?

MR. SHARP: Yes, in effect, it frustrates, as we go on to say later, it may frustrate the very basis of copyright.

THE CHAIRMAN: I am sorry, I thought I would just ask on the way through. Carry on.

MR. SHARP: Well, I was asking the question whether the effect of Section 16 and these other sections in effect prohibit an author from dealing with his various copyrights -- cancellation

rights, rights to reproduce in Toronto, and so on.

THE CHAIRMAN: That is the whole point, is it not?

MR. SHARP: Yes. And I suggest that if this is so the Bill would seem to frustrate long-accepted market practices of the publishing industry and of authors in disposing of their work. So far as we know there have been no complaints or no suggestions that such practices were in any way against the public interest. We are trying to determine if there has been an evil here and what that evil is that the Statute or proposed Bill attempts to remedy. So far we have failed to see.

Section 18(1) of the Bill provides that:

" no person engaged in the business of producing or supplying a commodity within or without Canada or who has, within or without Canada, the exclusive right and privilege conferred by a -- copyright --- shall, either directly or indirectly,

(b) refuse to supply a commodity to any other person engaged in business in Canada because of the low price which the other person

(i) has previously sold or offered for sale or advertised a commodity within Canada, or

" (ii) proposes to sell or offer for sale or advertise a commodity within Canada."

Is the effect of Section 18, this section, is its effect to compel a Canadian publisher to sell his copyright to a work to a competitor publisher who demands it for a royalty similar to that paid by the first publisher to the author although the first publisher may have invested several thousands of dollars in pre-publication costs on the assumption that the market would absorb a certain number of copies? If the market does not absorb that number of copies, of course, he is in the red, he is losing money.

Could his competitor proceed to reproduce the work by photo lithography at a fraction of the first publisher's costs of producing the work and reducing it to print? It is certainly not clear how far the Bill is going to go and how far it would go in a particular case when it came before the courts or before the tribunal.

If Canadian publishers are to take advantage of the market for Canadian works in the developing countries, it will be necessary for them to licence cheap editions for production in such countries. Surely, if Canada's desire is to seek markets abroad, it should seek to help these developing countries in this way but such cheap editions will be licensed at a price that will not

bear their proportionate share of pre-publication or overhead costs.

If this was the purpose of the Protocol of Stockholm Convention, now known as the Appendix of Paris Act, these must, of necessity, be borne by the Canadian market. Should a publisher refuse to licence these works, a foreign publisher may supply the market with another work or if Canada subscribes to the Appendix to the Paris Act of the Berne Convention, a non-transferable compulsory licence to reproduce the work or translate it into a foreign language may be issued to a publisher in the developing country in which case the Canadian publisher loses all control of his work.

Certainly those who negotiated the treaty had the appreciation that they would have within a six to nine-month period of grace within which to negotiate their own licence rather than have compulsory licences against them and the point is that if these two conditions could come back into the Canadian market then the Canadian publisher cannot recover his pre-publication cost.

DR. JEANNERET: And the answer is that he will not produce his book in the first place.

MR. SHARP: That is correct. Clarification of the wording of Bill 256 and its effects is essential lest it place Canadian authors and Canadian publishers under such a serious disability that their business activities will be

seriously curtailed.

The report of the Economic Council on Intellectual and Industrial Property recommends the formation of a copyright advisory committee and an expanded or reconstituted copyright appeal board. It would appear that if Bill 256 as presently constituted becomes law, copyright owners will be burdened with yet another supervisory body -- the Tribunal -- which will place a further disability on the industry particularly because of its unfamiliarity with copyright.

I mean, the tribunal would be unfamiliar with copyright.

It is argued by defenders of the Bill that it is inconceivable that Section 41 be used to frustrate the basic purpose of the Copyright Act. Further, they say that Section 41 is only a re-constituted Section 30 of the Combines Act -- some copies of this show it as Section 30.

DR. JEANNERET: Who says this, Mr. Sharp?

MR. SHARP: Well, one industry making up the Institute received a legal opinion on this.

THE CHAIRMAN: Are they defenders of the Bill?

MR. SHARP: They would seem to be.

THE CHAIRMAN: I would have thought the only defenders of this Bill were to be found in offices of Ottawa or somewhere.

MR. SHARP: Well, this particular lawyer felt that the Bill would not frustrate the Copyright Act.

DR. JEANNERET: I thought there was some feedback from Ottawa. That is why I asked the question.

MR. SHARP: Oh,no.

THE CHAIRMAN: Therefore, I would suggest this is a legal opinion and not a defence of the Act.

MR. SHARP: Well, it was couched in terms of defending it. Furthermore Section 41 is really a reconstituted Section 30 of the Combines Act shich has only been used once in 50 years and therefore copyright holders should not be too concerned. We would ask, what then is the purpose of including copyright in the Bill or in retaining Section 41? Copyright was not included in the Combines Act. It is not good legislation to give the tribunal such wide powers if they are not going to be used.

Plans are currently under way for the formation of a clearing house and royalty collecting association of Canadian authors and publishers to take assignments of reprography rights to copyright works by Canadian authors publishing in Canada. The association would then licence these rights to users in return for a standard royalty fee. The royalties collected would be used, first, to defray the expenses of the association and the balance

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distributed to the authors and publishers in proportion to the amount of use made of their works.

Bill 256 would appear to prohibit the formation of such an association. It would appear, for example, that it might be accused of being in breach of Section 18 or engaged in a restrictive practice contrary to the provisions of Section 37.

We have noted that the Economic Council of Canada spoke sympathetically of royalty collecting associations and CAPAC or its predecessor has operated as a royalty collecting association since 1924. Thus, Bill 256 would appear to prevent authors and publishers from taking steps to remedy the serious loss of revenue which they face from the new reprography techniques.

In all fairness I might point out that if the new Copyright Act makes special provision for such an association then it might be quite legal under the terms of 256 but at the present time it is not.

It may be considered desirable that royalty collecting associations be subject to supervision. We would, however, urge that a better way of handling this would be through the copyright office or a reconstituted copyright appeal board rather than the Combines or Competitions Act. The decisions of such a board should be subject to appeal on findings of fact and law.

There is no appeal from this tribunal.

Finally, may we say that copyright is concerned with literature, music, the arts and a national cultural identity and thus transcends the economic matters normally coming under the Combines Department. To make authors and publishers subject to the supervision of three bodies -- a copyright advisory committee, a copyright appeal board and the tribunal proposed by the Bill -- is to place a further burden on an industry already suffering under heavy disabilities and one which is particularly important to Canada at this time when she is trying to develop a cultural identity and unity.

We would, therefore, urge that the Royal Commission on Book Publishing recommend that copyright be removed from the purview of Bill 256 and the proposed Competition Act. The Bill would, of course, still apply to the manufacture and sale of books, et cetera, which would still come under the definition of a commodity. We make no observations on the Bill as it applies to the sale of books as distinct from the copyrights in books.

MR. CAMP: I was hoping you would.

MR. SHARP: The Book Publishers' Council may have something to say on that.

THE CHAIRMAN: Well, gentlemen, you have touched on an area that we have been discussing and it is of great concern to us. The

Bill 256 which is under discussion and the Competition Act is one which is before the Canadian Parliament, as your brief indicates. It must be kept in mind, certainly I know that your group has it in mind, that this body, this Commission, is advisory, it is a provincial body and we are charged with the responsibility of advising the Provincial Government from time to time. On the other hand, we do not consider it -- I think I can speak for my colleagues in this regard -- we do not consider it beyond our competence to advise the Provincial Government to advise the Federal Government and we, I think again, are very concerned about the ramifications of this Bill and we therefore are going to look very carefully and closely at your recommendations and the ramifications which you see flowing from the operation of these sections of Bill 256.

The way the Federal Government is proceeding, or intends to proceed at least on the public record of expediting the handling of this particular Bill indicates to us that if anything is going to be done by way of voicing an opinion, it should be done reasonably soon. We know full well that you and your Institute and your members will be making representations to the Federal Government, to the appropriate Minister in relation to your concern. I think it probably follows that when a series or host of draftsmen put together a Bill of this kind, it quite clearly cannot be the work of one person, that some of the results and ramifications are not clearly seen by those who drafted the document. It takes those who are affected in a particular industry to indicate the results on that particular industry if the results are harmful and, particularly if they are not -- particularly if the steps are not warranted. You indicated, Mr. Sharp, there was a search for some detrimental effect to the public interest that might result from the creation of this legislation. There is no question about that, so my colleagues can speak for themselves, but I find this brief on the whole issue one of substantial interest and, in my view, it is one of substantial importance. The question of time and how we should deal with this is another thing we are considering fully at this point.

MR. CAMP: Just a further question with regard to the last sentence. Will there be a

statement from the book publishers themselves in regard to the interest that is indicated is there? Will it be soon, will it be a matter of record to the Commission, or will it be indicated to the Federal Government.

MR. SHARP: Mr. Irwin is present. I think he could speak for them.

MR. CAMP: I wonder if you have any expression of view on this and whether it is wise to do it altogether or by segments of the industry?

THE CHAIRMAN: What Mr. Camp is really suggesting is that if that side of it is going to be covered, it should be covered fairly soon.

DR. JEANNERET: I share that view. I think the crux of the problem is copyright, but I think it is much broader than that and we are concerned with publishing as a whole. You can't speak for the Canadian Book Publishers' Council or the independent publishers?

MR. SHARP: No. I would make one comment, section 92 with which you are, no doubt, quite familiar, has been said to soften the effect or provide that there is no conflict between the Copyright Act and the Combines Act, but I am not at all clear that this is so and I must say that I cannot clearly follow the meaning of section 92 at this point. It has been pointed out to you, no

doubt.

THE CHAIRMAN: There are any number of difficulties in this whole situation that ought to be pointed out. I don't know who is going to come up with the solutions, but at least the difficulties are worthy of consideration at this time.

Gentlemen, we thank you for coming at this time. We will examine your brief very carefully.

---Luncheon adjournment

---On resuming at 2:15 p.m.

SUBMISSION OF THE CANADIAN EDUCATIONAL PUBLISHERS GROUP
OF THE
CANADIAN BOOK PUBLISHERS COUNCIL

THE CHAIRMAN: My apologies for being late. I was called upon to deliver a speech and that sometimes takes me more time than I expect. I would like to assure you I was not talking about publishing.

This afternoon we have representatives of the Canadian Educational Publishers' Group of the Canadian Book Publishers' Council, Miss Gladys Neale, Director, Mr. John Irwin and Mr. Stanley Reid, President. If you would begin in the usual way just by hitting the high points and we will discuss it?

MR. REID: Thank you, Mr. Commissioner. As pointed out in our brief, Canadian Educational Publishers' Group is a special interest group of the Canadian Book Publishers' Council. We are an association of publishers with many common and many diverse interests. Our basic common denominator is that of publishing books and materials of instruction for the various educational markets in Canada. Our organization is active and involved in curriculum and education. For example, we are a member of the OEA Senate and have a long, steady relationship with Canadian Educational Association

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and on-going and positive professional relationship with the departments of education.

All member firms are operated by experienced publishers, many of whom have extensive background in education. All of our firms are presently involved in the publishing process of books and materials of instruction for Canadian and in some cases, world markets. Export areas are new to many of our membership. A concentrated export marketing effort will be launched early in 1972 at the Didacta exhibit in Europe.

Elementary and Secondary institutional purchasing patterns in Ontario have changed over a three-year period to where sample studies representing average boards show that less than 1 per cent of budgets are devoted to textbooks and materials of instruction. This compares with Newfoundland and Labrador in 1971 with expenditures slightly over 2 per cent of budget,spent on a similar item area.

THE CHAIRMAN: Is the educational process there a little late in coming?

MR. REID: It is coming quickly now.

DR.JEANNERET: What is your authority for that?

MR. REID: The Deputy Minister, sir.

We note that based on information available similar varying trends in the USA can be observed in relationship to the availability of federal funding cycles. In other words, we know in particular areas, '66 and '67, with the coming of

federal funds, the publishing industry, educational publishing industry, has similar-type cycles.

DR. JEANNERET: Would you just back up on that quotation from the Deputy? Is there an actual known figure of how much was spent on textbooks?

MR. REID: Yes, that is correct.

DR. JEANNERET: Do you have a dollar figure of how much was spent for textbooks?

MR. REID: $2 million for 1971 expenditures.

DR. JEANNERET: Throughout the province?

MR. REID: Newfoundland and Labrador.

THE CHAIRMAN: The next question, of course, have you got figures with relation to the other provinces?

MR. REID: Not all of them, sir. Data on this area is extremely difficult to obtain.

THE CHAIRMAN: We have noticed that.

MR. REID: B.C. is slightly less than 2 per cent as we can ascertain. We do not have all the other provinces.

DR. JEANNERET: I don't want to get ahead of you, but how about Ontario?

MR. REID: Based on the sample studies we have done, they would certainly indicate less than 1 per cent. That is on the sample areas, I stress, only.

In school budgets salaries now represent as much as 80 per cent of the total operating budget.

This item is increasing annually. Books and materials of instruction receive less attention, less thrust and less defence at budget cuts. Consequently, reductions are made in this area.

It is our opinion that specific purchasing power for books and materials of instruction is needed at the school board level. Ontario is the largest single market in Canada and, as a result, publishers must obtain reasonable sales volumes from this province in order to hope for adequate returns on research and development expenditure.

Industry members are willing and capable of producing Canadian books and materials of instruction. Our members have the potential and know-how to compete in the marketplace. Several members have proven they can compete in the world educational marketplace.

We believe that money made available by the province will assist in keeping certain companies Canadian. However, ownership plus capital for investment is no guarantee that the publishing of Canadian projects will move forward.

We feel that specific monies should be made available to encourage certain Canadian projects regardless of the ownership of the company.

The diversification of courses and options in our schools -- perhaps we might even use the word "mini-courses" -- while considered educationally sound, will result in fewer Canadian educational materials and fewer revisions of existing

materials purely on an economic basis, e.g. obviously, research and development costs will be there, if not higher, and there will be smaller runs, therefore, risk will be greater.

Such diversifications create problems for the educational publishing of today.

Regarding item 3B in our brief, if I might refer to that, and this was the implementation of resource centres, learning centres within the institutions, the schools, I would like to put forward as per suggestion, that a basis of introducing resource centres might be along this particular line. It would be based, not on a per-pupil funding, but on a per-school basis. Year I, $2000 per school. to start, Year II and ongoing years, $1000 per annum to expand, replace and replenish. As a point of interest, this is based -- we did our calculations based on some 4248 elementary schools and some 569 -- we have the data if this is of interest -- such materials for resource centres should be selected on merit and we would deal with that at a later time, if of interest.

That concludes our introductory comments, Mr. Chairman.

THE CHAIRMAN: What are those figures again?

MR. REID: The recommendation for resource centres would be $2000 per school, Year I; in other words, a one-time start. $1000 per annum Year II and subsequent years and $1000 would be for

expansion and replacement.

DR. JEANNERET: Tell us a bit about the sampling you based all that on?

MR. REID: We have ---

DR. JEANNERET: It is not here in the brief.

MR. REID: In what we consider three to four representative average-type county systems, one including Metro, and having looked at the expenditure, the data has been provided and we are finding that, looking upon that, you find that this does amount in some cases to considerably less than 1 per cent of the operating budget.

DR. JEANNERET: Is that information in the form we could look at it?

MR. REID: We can put it that way.

DR. JEANNERET: Without too much struggle? This matter of surveying takes a lot of time and it would be of assistance. It is awfully hard to get hard figures, once you get categorizing it in all sorts of different ways, you get many different things. If you have got something, we would like to see it.

MR. REID: Yes, sir.

THE CHAIRMAN: Is that the extent of your submission?

MR. REID: That concludes our introductory comments, sir.

THE CHAIRMAN: May we turn back, then, to the beginning concerning Circular 14? Do you

consider, really, that Circular 14 is a valid document these days, that is, within keeping, or what would happen if it didn't exist, as far as you are concerned, your organization?

MR. REID: Well, some time ago I was here before as an individual corporation and I expressed my viewpoint at that time that Circular 14, in my estimation, had done many good things for which it was intended, to foster and bring about publication, first of all, creation of publication of materials by Canadians for Canadian schools.

Certainly there are areas that people raise with us, that is, for example, material for instruction other than books but for the main purpose it is my belief that it lives up to the same expectation.

MISS NEALE: It seems to those of us who are interested mainly in Canadian publishing that Circular 14 has given us the support and still gives us the support that we need for Canadian publishing projects.

THE CHAIRMAN: Mr. Irwin, do you concur with that?

MR. IRWIN: Yes, sir.

THE CHAIRMAN: I take it that having polled your membership you consider that Circular 14 is a document and a system which has proven effective and should be maintained?

MR. REID: Yes.

DR. JEANNERET: One publishers says if there is a Circular 14 I would sooner be on it than not on it but that is about as much credit as he was willing to give it as an instrument of access to the classroom. Are you suggesting that it is essential to be on it?

MR. REID: Well, Dr. Jeanneret, obviously as indicated in our opening conference we are a diverse group of 23 members and naturally I cannot speak for all but the point of view and feeling is that Circular 14 has done most of the things it was intended for.

DR. JEANNERET: We are saying, how

dos it work? Does it operate as it is supposed to operate? That is what we are asking.

MR. REID: Yes.

MISS NEALE: Mr. Chairman, until the last couple of years and particularly when County Boards of Education were organized, it seemed to many of us that probably teachers, principals generally, might have been selecting books other than those on Circular 14 but during the last couple of years the Department of Education has been urging County Boards of Education to select books from Circular 14 and certainly during this last year there is evidence that teachers and principals have gone back to using books on Circular 14 more than during the previous two years.

DR. JEANNERET: But it is easy to evade, is it not?

MISS NEALE: Well, I suppose it is, yes.

MR. IRWIN: If I could comment here not only easy to evade but since the stimulation grant was dropped, the incentive, in my experience it has very much less effect insofar as actually stimulating the purchase of Canadian materials. It is better to be on the Circular but in some circumstances it is not much better.

THE CHAIRMAN: We will move on to the question of complimentary copies. It is my understanding that many firms spend a great

deal of money in the normal course of things in distributing complimentary or free copies. What would your reaction be if the whole business of complimentary copies was something that throughout the industry was to cease? Bear in mind what I have said, the whole industry.

MR. REID: Could you perhaps define "cease" more clearly?

THE CHAIRMAN: Stop.

MR. CAMP: Effectively stop, let us put it that way.

MR. REID: Well, I would be interested by what means, number one.

THE CHAIRMAN: Do not worry about the means. What happens if there was a requirement by any means and complimentary copies were to be stopped for anybody? What would the ramifications be?

MR. REID: I think our comment on page 2 that:

" Such action would hopefully be reflected in the long range price of such publications."

I would not see an overnight such a kind of thing but certainly . accelerated cost.pattern, certainly there would be a saving there from the point of view of promotion which it is generally characterized as but could be directed particularly toward other areas of publication et cetera.

MR. IRWIN: Yes, if I could comment,

obviously teachers cannot use materials that are not examined in one way or another or in some way form an opinion.

THE CHAIRMAN: If you had a provision whereby they would have access to this material?

MR. IRWIN: This must be provided in some way and it would be very difficult to stop it or hint of that.

THE CHAIRMAN: There is no hint. Once in a while we revert to one of our roles and that is to ask questions.

MR. IRWIN: It would be impossible to stop it perhaps from having physical bearing throughout the schools because it is our job as publishers to promote our publications.

THE CHAIRMAN: Are you suggesting that there would have to be some collateral means or mechanism whereby teachers had access to the books that you are attempting to get across to them?

MR. IRWIN: That is the function of our organization.

THE CHAIRMAN: If the two things go hand in hand, for that purpose, and if that were to go with the other, what would be the effect of that?

DR. JEANNERET: On the industry?

THE CHAIRMAN: If you are able to have an input insofar as your product was concerned to the teacher and at the same time there is a nobar in relation to the question of free

copies.

MR. IRWIN: I think the choice of books would be far more on merit than on the basis of promotion and certainly there would be a substantial saving to those parts of the industry that need them.

THE CHAIRMAN: I gather that is just about every part of the industry.

DR. JEANNERET: And no hardships worked in any segment and no undue advantage taken then of the free copy technique gaining entry, if you like?

MR. IRWIN: That is right.

MR. CAMP: The hardship might be on the taxpayer.

DR. JEANNERET: It might not if it were reflected in a better price structure.

MR. CAMP: Would this be considered to be a cost of sales?

MR. IRWIN: Yes.

MR. CAMP: And being a helpful means of selling a book. I mean, is one sector of the textbook publishing industry more disadvantaged or less so by this practice? Does it weigh more heavily on one or is there an advantage to, let us say, one publisher and a disadvantage to another?

MR. IRWIN: In my personal experience it is more difficult for the smaller company -- and I am not begging your question of ownership -- simply because his resources to do

it effectively are less...

MR. CAMP: You see, if means were found to disallow that practice, it would only be replaced by another one, that is to say, the economic imbalance that is the relative strength and weakness of the publishing company, would only be injected in some way such as through direct mail promotion or other as expensive and as aggressive actions.

MR. IRWIN: They would each have to be looked at on their own merits.

MR. REID: I think your point, Mr. Camp, is, there are two things here, No. 1, Dr. Jeanneret says that the book would rise or fall on the opinion of the school. That might be more difficult to legislate or follow. My point really is still that by having a publication within the school be it a teacher or what-have-you, here she has books A, B, C and D and what does she wish to select?

DR. JEANNERET: I think it has to be agreed that there is some degree of abuse of the free copy privilege in some cases at least. Some people will say it is very widespread and some people will say it is very reasonable and this would automatically be eliminated if the free copy technique were eliminated by some mechanism, as the Chairman says.

MR. REID: There is another benefit as well that I might suggest, that the teacher

rather than using 32 and 32 and 32 concept it also provides a source base of material where the teacher can draw ideas from. When the teacher is using that publication in sixes or eights it provides another source of material to draw from.

THE CHAIRMAN: Well, let us look at your recommendation. It says:

" That the Ontario Department of Education purchase and forward one copy of each newly authorized publication on Circular 14 to:

(a) every school of appropriate level and courses.

(b) teacher training institutions."

In other words, the department would have to purchase these in substantial numbers to place them where the teachers can have ready access to them. Have you put any dollar figure on what you think that might cost?

MR. REID: Yes, we have, sir, on page 2 at the bottom of the page. You mean the actual processing of it?

DR. JEANNERET: I will check it on the figures of the school in that recommendation and I gather you are working on a little fewer than 5,000 schools?

MR. REID: The basis we have used are 4817 elementary and 569 secondary.

DR. JEANNERET: 4817 elementary and

569 secondary. We are in that area?

MR. REID: Yes.

DR. JEANNERET: $180 per school?

THE CHAIRMAN: Then there would not be any need --

MR. REID: That is the suggestion here that providing them to the schools they would be available to teachers and/or principals or other people involved for the selection.

MR. CAMP: Some publishers might nevertheless see their way clear to provide complimentary copies to individual teachers, would they not?

MR. REID: That is entirely possible.

MISS NEALE: It is possible but it seems to me that most publishers would welcome this advantage of not having to provide sample copies to schools and to teachers.

DR. JEANNERET: Just conceivably those publishers' books might not be sent out free any more or listed on Circular 14 or something?

MISS NEALE: Yes, that is true.

MR. CAMP: You understand the purport of Dr. Jeanneret's question. I think he was saying that you would use Circular 14 as your leverage for discouraging the practice of publishers providing free copies to the educational system, isn't that it?

DR. JEANNERET: Conceivably.

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MR. CAMP: Whereas one copy is available it can presumably be purchased by the taxpayer. The question is -- and I just want to reconcile these two things -- the Chairman was pursuing the possibility of the provision of promotional copies, complimentary copies, free copies by publishers to the teaching profession, the prohibition of that practice: You are talking about providing a $1 million a year subsidy to put one copy of each book on Circular 14 in a school, is that correct? They are two different things. Is it what you say that this would reduce the requests for complimentary copies, this might necessarily be true but would it not necessarily reduce the publisher's interest in providing complimentary copies?

MR. REID: Well, sir, when you see for example the case of school A, if this process or something similar were in operation, would you say a publisher should send additional copies to any given school?

DR. JEANNERET: I can see the attempt to get in.

MR. REID: I guess what I am asking, I am wondering if it is either 10 or 6, it doesn't really matter, to what advantage would it be if publishers sent an additional copy or something of this nature were in effect?

MR. CAMP: We are talking, are we not, about one copy per school?

MR. REID: Yes.

MR. CAMP: How many teachers in a school?,

MR. REID: It can range as high as 4 to 8.

MR. CAMP: You put the onus here on the teacher. That is, you make some assumptions that the teacher would examine all the books and look at the price to make up her mind. Surely the publisher in trying to promote his textbook is going to go the short route if he can and he is going to say, "I know where this book fits in that course and that curriculum and I know the teachers involved, I am going to see that she or they get a gift-wrapped copy of my book, never mind what is down the hall"

All we have done is talked up a million dollars to provide one copy for the whole system and have not done anything about the practice. I think you all agree it is a very expensive practice. I could go on to say that there is a division of opinion among publishers as to whether they might like to see this done or not, or have the right to do this. I say, why do this if the thing is going to go on anyway?

MISS NEALE: Mr. Chairman, I stand to be corrected by the other publishers, not only at this table, but also in this room, but I would say that particularly at the elementary level where there is a larger number of schools, that it is very doubtful that any publisher would provide more than one copy per school at that level, because it would require now over 5000 copies. This is sometimes the extent of the first run of the book. It is just too expensive for a publisher to spend that amount of money on promotion of a book.

DR. JEANNERET: I think one of the things you are trying to get at is the cost to the publishers with respect to a possible provision prohibiting distribution -- there might be a provision prohibiting acceptance, too, you understand, but in the event that something of what you have recommended here were implemented so that access could be assured, would you resent, or would you welcome as publishers a prohibition?

MR. REID: I think anything that is

dealt with on a fair basis certainly. I think the reason you bring this up, Dr. Jeanneret, is the cost of complimentary copies, that is one of the primary reasons for the recommendation. I think any publisher is normally happy if he is not running into a large run of complimentary copies that affects the total picture. Personally, I would not resent it. I am not sure how it could be done but I do not resent the concept.

DR. JEANNERET: It could bear, in a rather interesting way, on the relations between agents and their schools that they are calling on, classes they are calling on. It bears rather interestingly on their welcome, their needs, purposes, functions and so on, doesn't it?

MR. REID: It probably would put the representative in many areas in an entirely different light because one company need not visit the principal and after discussion, send a complimentary copy. He could go in and explain to the principal the merits of his publication in light of the merits and everything else.

THE CHAIRMAN: He would have to know what the merits are.

MR. REID: We would assume that he does.

THE CHAIRMAN: We have heard people in our travels raise questions in relation to that aspect. In any event, we appreciate your views on the particular matter.

Could you explain to me, please, or us, so my colleagues understand, on page 3, item number (3):

> "(a) That a specific grant for the indigenous text and materials of instruction be re-established."

That is clear.

> "(b) That a specific grant for resource centre implementation (soft-wear only)."

You might enlarge on what you mean by resource-centre implementation " software only ".

MR. REID: Might I just back up this one statement and suggest in (3)(a) here we are talking about the kind of material that is now on Circular 14 and here we are talking about the two per cent referred to in the previous paragraphs as a guideline which, incidentally, comes to something like $15 per child in this province based on operating costs. In (3)(b) this was the one alluded to in the opening commentary:

> "(b) That a specific grant for resources centre implementation (soft-wear only)."

We do not see such things as 16 millimetre projectors and overhead projectors and so on. These materials maybe are considered software, they may be bags, barrels, beanbags and so on, used by the student in the learning process. If I may repeat, initially $2000 per school to establish a learning centre with $1000 per annum subsequent years to expand and to plan

this.

THE CHAIRMAN: That is 4000-plus schools?

MR. REID: In Year I that works out to, if we took the recommendation, something like $9,600,000. That could be staggered over a one-third basis, if that were appropriate. Subsequent years, $4,800,000, or, leaving out the secondary schools and looking only at the elementary, first year would be $8,500,000 rounded and second, $4,200,000. This, sir, is a trend which I think you have heard in your travels across the province that is appearing to be very favourable and acceptable in the aspect of a resource or learning centre being established within the schools.

DR. JEANNERET: The distribution of free textbooks does not end at Grade XIII. Would you comment on what happens thereafter, at the post-secondary level, in relation to what we have been talking about? Have you any views? Is my question clear? In other words, what are your views on the importance, how essential is the technique of distributing free books at the university level? We must look at the costs as well.

MR. REID: I believe the college division will probably have, if they have not had a brief on it ---

DR. JEANNERET: It is outside your province?

MR. REID: We have directed ours

mainly to the secondary level up to Grade XIII.

DR. JEANNERET: On page 3 at the top you talk about the"diminishing amount of money being spent on texts and materials of instruction during recent years in the province of Ontario." Once again, that goes back to the sampling you did?

MR. REID: That is correct, sir.

DR. JEANNERET: It is here we have a hard time getting hard figures. You can prove it is diminishing? We would be glad to have any ---

MR. REID: We sort of looked at 1968 -- I believe it was '68, but we will check on this. This was the stimulus grant and, going into the general and we have some data based on '69 and '70 and '71 is not all in and complete.

DR. JEANNERET: When you recommend in (3)(a) "that a specific grant for the indigenous texts and materials of instruction be re-established" and "re-established"suggests Circular 14 was earmarked grants, but that was textbooks but not textbooks and materials of instruction?

MR. REID: There are materials -- I guess it depends on the narrow definition of a textbook.

DR. JEANNERET: What are you recommending, that is what I want to know?

MR. REID: Those materials, (3)(a) is recommending those materials which are normally included in the kind of situation we have in Circular 14 now. We use the terms"text", "indigenous texts" and "materials of instruction" which we felt was a

little more encompassing than just the conventional textbooks.

MR. CAMP: I would like to draw you out just a little if I can. One page 4, your fifth recommendation in regard to photocopies, generally speaking, how wide-spread is this practice within your area of interest that you know of? Apart from urging that something be done about it, have you got any kind of recommendation or proposal or suggestion as to what should be done about it?

MR. IRWIN: So far as the amount is concerned, as has been so many times, nobody knows. One samples a school and gets a figure from the responsible member of the staff that one page per student per day of copyrighted material is copied in that school and in another school you may get a larger figure. The conclusion we come to is that it is very, very large indeed. So far as what is being done is concerned, you have had mention made in various documents to the Commission about the plans and so forth, and I won't tell you again about that machine.

MR. CAMP: Getting back now to the CEPG as a body ---

MR. IRWIN: As a body our function would be to work through the Council through which we are a department which would, in turn, be grouped through the CCI.

MR. CAMP: What would legal photocopying be?

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THE CHAIRMAN: Any matter which is not a subject of copyright.

MR. REID: Anything that I wrote, the photocopy would be legal photocopy, something that was my own doing.

MR. CAMP: Fair use.

MISS NEALE: Fair use.

MR. IRWIN: Or where permission is granted for use.

MR. CAMP: Or where there is some agreed upon thing. As a principle, would it be fair to assume in this instance that the user should pay?

MR. IRWIN: Yes.

MISS NEALE: Yes, I think that this is the general assumption that the user of copyrighted material should pay for its use.

MR. CAMP: By "user" you dont' mean the Department of Education or the provincial taxpayer?

MISS NEALE: It is likely in the school-book field this is likely who, in the long-run would pay for it if material is photocopied in the schools.

DR. JEANNERET: You all know what public lending rights means. I have never heard this question raised before, but do you see in the use of free school books -- the availability of sets of free school books, any parallel to the principle of library holdings with many readers of the one book justifying some kind of public lending right formula in relation to those free textbooks. This, in no way

is intended to suggest there is anything wrong with free textbooks, but it changes the basis of sales, it changes the market base completely, the fact that books are held and reused and reused. Do you think that there is any argument here that would support the public lending rights principle in that regard?

MR. REID: Are you thinking of a comparable situation to other bureaus in Canada along this line?

DR. JEANNERET: I am referring to the principle that, if a book is going to have multiple readings as a result of lendings, that that lending right might deserve some sort of compensation, conceivably.

MR. IRWIN: I could comment. I think if it is fair for the library, it would seem to be fair also for the classroom situation where it might be used for four or five years, whereas, previously, a book was bought each year by the high school student particularly, now we sell even in papercover and many schools expect them to last way beyond what might seem a reasonable expectation based on the price. The problem of rebinding has further complicated this for them and often at least the value of the book is reinvested by some other agency to make them last longer and this has the result, in our experience, of greatly reducing the number of volumes.

DR. JEANNERET: I am not criticizing

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the practice of getting maximum mileage out of the book.

MR. IRWIN: It is a problem to the publisher which has serious repurcussions added to the author.

THE CHAIRMAN: Well, thank you for the response to our questions. We appreciate it very much. I must say on behalf of my colleagues that we have been receiving over the past month many recommendations which if implemented remind me of a political campaign. That is to say if they are all implemented then they have a dollar tag associated with them, it would cost more than a few dollars.

In any event we appreciate having these and we will take them into consideration as we go along.

SUBMISSION OF THE WATERLOO COUNTY BOARD OF EDUCATION

THE CHAIRMAN: Now, we have with us this afternoon representatives of The Waterloo County Board of Education. We have read your brief and if you care to touch on the high points of the brief we will be glad to discuss it with you.

MR. MacMILLAN: Basically we support the proposition that Canadian authors and publishers should be encouraged. We favour the retention of Circular 14 as a means of helping preserve a Canadian identity but would hope that with the resources available to the general public that our teachers be permitted to select from a variety of materials. For this reason we would hope that occasionally quality materials

having their origins outside of Canada might be included in Circular 14, particularly in subject areas such as science and mathematics which do not have the same cultural implications as English, history and geography.

DR. JEANNERET: Does that not happen now?

MR. MacMILLAN: Not to our knowledge. We would be concerned with the immediate implementation from the standpoint of practicability as well as cost if an all-Canadian authorship and all-Canadian publisher were implemented.

Mr. Chairman, we would be pleased to answer any questions you care to ask.

MR. CAMP: You are speaking for the Board?

MR. MacMILLAN: So far as the aspects of this brief are concerned, yes. In other matters we would be simply speaking as ourselves.

MR. CAMP: Do I understand you to say, was it in your brief, to reintroduce -- you say the removal of grants for library books is making impossible the task of keeping pace with the demand for students for replacing books particularly the material.

What does the removal of the grants because they are not ear-marked tend to then impose upon the fund that would normally go to the library?

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MR. TOWNSHEND: I would be happy to comment in this way and as the presentation of the responsible questionnaire received went on to say that at this particular time with a large proportion of the monies available to a Board designated to what might be referred to as fixed costs and with the placing of priorities it is very difficult to direct sufficient flow of money towards the purchase of print and non-print material to keep up with the demand that students have in light of new approaches and so on for reference material.

It is our contention as indicated here that unless there is some way of weighting monies available for the continuing purchase of this kind of material, demands for that money in other directions will eventually lessen that available for the purchase of books and we will not be able to keep up with the demand.

MR. CAMP: The decision as to what the library gets in terms of its annual budget, this is a determination now made arbitrarily by the Board.

MR. TOWNSHEND: That is correct, sir.

MR. CAMP: And, therefore, the implication of what you are saying is that the Board has assigned the libraries a lower priority?

MR. TOWNSHEND: I don't think that, as the brief points out, the Board places a high priority on the development of library

facilities and resources but with the severe pressures for every cent of every dollar available to the Board, most of which is taken by fixed cost the need for reference media cannot be manifest when an inducement grant is forthcoming.

I would not wish it to be thought that the Board does not place high priority buttin the sharing of what is available following fixed costs in view of the high priorities placed, there is just not enough money left to keep up with the demand.

MR. CAMP: Can you explain what you mean by inducement grant?

MR. TOWNSHEND: Some ways and means of weighting monies available to the Board by provincial grants that would induce Boards to spend money in that particular direction.

MR. CAMP: In other words, you want someone else to determine how much a school board can spend for its library? You want a floor, I think?

MR. TOWNSHEND: In the past there have been grants available to such Boards in developing library resources. Even a few years back when it was even more recognized than earlier that the need for library resources was evident in attempting to help Boards develop this particular resource an inducement was given. This was taken away back in 1968, I believe, or 1969 and even though high priorities are placed upon this develop-

ment by a Board unless there is additional money, for instance, the type of thing for every X dollars the Board is prepared to spend for the development of resources an additional grant of X amount would become available, then this would induce the Board to spend in that particular direction.

DR. JEANNERET: Aren't you talking about the per pupil grant of $3 per pupil for classroom books and I think it was $1 for library books and it was a different rate altogether in the secondary.

MR. TOWNSHEND: That is the form of grant, yes, sir.

DR. JEANNERET: It was integrated in 1968.

MR. TOWNSHEND: By an all-encompassing type of grant.

MR. CAMP: This is an obvious question which is referred to on page 2 in your first recommendation. Do you have anything specifically in mind as a result of the experience in your system that leads you to say that?

MR. MacMILLAN: Yes, we do.

MR. CAMP: I gather there is not suitable Canadian material available but there is suitable material of foreign origin?

MR. MacMILLAN: We feel there is more foreign material available.

MR. WHITNEY: The science courses in particular are based on, in part, programs that

have been developed in the United States. The textbooks have been developed there as well and they are part and parcel, so to speak, of the program.

Now, we are facing a situation where those schools -- and that would include most in our system -- which are using these American based programs which are the best we are able to find on the market anyway and better than what we could develop ourselves with limited resources, these programs and texts that come with them, we are not able to replenish our supply of American textbooks.

DR. JEANNERET: How did you get them in the first place?

MR. WHITNEY: At one particular time I believe the grant structure did permit the purchase for the introduction of courses of these books.

DR. JEANNERET: I would like to get that clarified but we will not pursue it now.

MR. WHITNEY: As we have it now we have various teachers who are facing the situation where they have a reduced number of books and they have a mind to continue the course as is or scrap the course and leave these books behind.

DR. JEANNERET: It sounds to me as if you want to perpetuate a supply of something that was obtained originally outside our regulations. I am not being critical but I am trying to understand

the need.

MR. WHITNEY: When the priorities are being set and you refer to Circular 14, we are not able to purchase these books.

DR. JEANNERET: You are recognizing a strict adherence to Circular 14 today as compared to a year or two years ago, is that right?

MR. WHITNEY: Yes, by all means and I think too --

DR. JEANNERET: Why are you finding this?

MR. WHITNEY: I think perhaps the fact that 17 Boards have been brought together under one Board, the Waterloo County Board, I do not think we can account for all the variations between the various Boards but in setting policies that would be applicable to all the previous Boards and so on, we have come to this conclusion.

THE CHAIRMAN: In other words, you have got a centralized authority now instead of 17 Boards being in existence going their various ways, you now have one Board, which means better administration, better control and things of this kind?

MR. WHITNEY: Yes, I think that is a fair statement. I do not know whether you are speaking in a negative way or positive way.

THE CHAIRMAN: I do not know that I am thinking at all.

MR. WHITNEY: There is another point

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that could be brought up. The HS-1, Part A, I am sure the course encourages new courses, innovations, experimentations within reason and when these courses have been developed at the local level -- and that is the guideline that is given to us at the local level with the assistance of the Department of Education -- invariably these courses are not backed with textbooks. There are no textbooks available although Mr. McAllister's Circular 14 had quite a variety. In general someone will find a book that is better or more suited and it would be their opinion that this is a book which should be used. You just cannot wait until the Canadian publishers reach the stage of producing a book that they feel is adequate but if we feel the course is adequate then we feel no regulation should unduly place restraints on the textbooks for that course.

DR. JEANNERET: Normally you can get authorization for those cases you describe, can you not, where a new course or experimental course has been developed?

MR. WHITNEY: Yes but this by necessity has meant invariably going outside to the publishers.

THE CHAIRMAN: It is, therefore, outside Circular 14?

MR. WHITNEY: Yes.

THE CHAIRMAN: What do you use when you want to go outside Circular 14? Do you get

permission to do this?

MR. WHITNEY: Yes, in the case of innovative and experimental courses we make applications to the regional office of the Department of Education which is forwarded down to the Curricula Branch in Toronto and they in turn pass judgment on it. I would say in the main the response is usually quite positive but it does point out the fact that for this type of course books beyond the Canadian border have to be sought.

Looking at it from the point of view of geography, for instance, the best textbook that one can have would probably be a textbook, a study in Australia that is used in Australia and considered by the teachers and in the various federations in Australia as being perfectly representative of Australia. As it is now we have to get fourth-hand information from our textbooks so this points out that occasionally you do get a book or an Atlas for instance, a German Atlas of Europe. There is nothing that can touch that in the North American scene and invariably we wish to be able to purchase these books.

Now, as reference books this is possible but again it does point out the need that we must go beyond our own country for these books.

DR. JEANNERET: The students would find some difficult with that too, with this German Atlas?

MR. WHITNEY: Not particularly in geography, if it is drawn.

DR. JEANNERET: The thing there that confuses me about the brief is the dilemma, you begin by acknowledging the desirability in the long-run of having Canadian-oriented, Canadian-authored books as much as possible. I am paraphrasing what you say. Then you go on to deplore the idea of Canadian preference during the period of waiting, so to speak. How do we get to where we want to go if we don't go through a Canadian-preference stage, such as we have now?

MR. MacMILLAN: That is an interesting question. I suppose the answer we would like to see would be unlimited time allotments until such time as suitable Canadian materials were available. For instance, in the case of the various curricula, I wouldn't like to say a two or five or three or four-year period, but rather when suitable Canadian material was, in fact available, at that point we could find it feasible to be able to go virtually all Canadian. Our desire to be Canadian wars with our desire to have the best for our students.

DR. JEANNERET: Agreed.

MR. CAMP: Is there some obvious answer or some generic reason why, as I read this report of yours to the Commission on your expenditures,

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in the elementary and secondary levels for textbooks and library books, but dealing with library books you spend significantly more in the elementary grades than in the secondary grades in library purchases, unless I am reading this wrong, in these two years? Am I to conclude from that that the secondary level, the libraries are less used or less required? Are the books -- you are spending, for example, $192,000 for elementary library books and $73,000 for secondary school library books.

MR. WHITNEY: I think I could start the answer, but I am sure, in the first place, many of the elementary schools are developing library centres, whereas, most of our secondary schools have had them for a long time. They are obtaining, by perhaps converting classrooms into libraries, in other words, there was no library in the past.

MR. CAMP: They are starting out.

MR. WHITNEY: Secondly, our student enrolment is twice in the elementary what it is in the secondary by numbers alone.

MR. TOWNSHEND: There are 13 secondary schools and 93 elementary.

MR. CAMP: All right.

THE CHAIRMAN: Gentlemen, perhaps you could help me in an area we have not yet put our fingers into, but our noses are about to be inserted. How many secondary schools and how many primary schools do you have in your system now that it is amalgamated roughly?

MR. TOWNSHEND: 106, I believe. 13 secondary -- as of September, 14 secondary schools, and I believe the figure is 93 elementary.

THE CHAIRMAN: All right. Now, are there photocopying machines in any of these schools?

MR. MacMILLAN: Yes, sir.

MR. WHITNEY: In our newest library we have our newest photocopier.

THE CHAIRMAN: We will come to the libraries in a second, but schools alone?

MR. MacMILLAN: There are.

THE CHAIRMAN: Is there a copying machine in each?

MR. TOWNSHEND: In each school? There would be one in each secondary school and each senior elementary school, but not likely in each junior elementary school.

THE CHAIRMAN: Yes.

MR. TOWNSHEND: By junior elementary, I mean K to VI, Kindergarten to VI.

THE CHAIRMAN: How many senior elementary schools are in your system?

MR. TOWNSHEND: I believe some 40.

THE CHAIRMAN: All right. Is the photocopying machine structure, is it under the supervision or contractual arrangement of the Board or by each school individually? Do you follow?

MR. WHITNEY: By the school.

MR. MacMILLAN: By the school.

THE CHAIRMAN: By the school. Do you know who the main supplier of photocopying machines is? Is it one firm or a whole series of firms?

MR. WHITNEY: A number of firms, it is on tender.

THE CHAIRMAN: Each school puts out its tender?

MR. MacMILLAN: The Boards put out the tender.

THE CHAIRMAN: If the Board puts out the tender, would the Board not get one tender it accepts for all these schools?

MR. MacMILLAN: For that year.

THE CHAIRMAN: You are being very helpful and this is most interesting to me. Now, so that each year one firm tenders and gets the contract?

MR. TOWNSHEND: Generally speaking that would be correct. There may be special situations in which that would not be so.

THE CHAIRMAN: Okay. Do you know who has the machine, what the make of the machine is that is in your system now? Is it Xerox?

MR. TOWNSHEND: There would be Xerox in the schools because, as indicated, there were several boards involved. There would be different makes in the schools.

THE CHAIRMAN: During this transitional period?

MR. TOWNSHEND: That is right.

THE CHAIRMAN: Do any of you know whether the contract between the Board and the contractor is the contract with a firm such as Xerox or whoever else produces them, or is it with someone who has machines on their behalf, do you know?

MR. MacMILLAN: I think some of both but we are not connected with the business side.

MR. TOWNSHEND: I couldn't be positive.

THE CHAIRMAN: Who would be the contact in your area?

MR. TOWNSHEND: Mr. Tummon, who is the business administrator and secretary-treasurer.

THE CHAIRMAN: This is a contract basis where the machines are supplied on a contract and under lease or whatever?

MR. MacMILLAN: Most of them are owned by our own board, but some of them are under contract. Most of them are small machines.

THE CHAIRMAN: Most of them are owned.

MR. CAMP: The supply and service, though, would be by -- in the name of the company, the service and supply of materials?

MR. MacMILLAN: Yes.

MR. TOWNSHEND: Yes.

MR. WHITNEY: I don't know if it would help, but the most recent machine was a coin-operated machine.

THE CHAIRMAN: Where did it go, where

is it located?

MR. WHITNEY: Which school? It is in a secondary school in the library.

THE CHAIRMAN: Let us go to the libraries now. How do the libraries get the machines, on the same basis, school libraries?

MR. WHITNEY: I believe they would normally budget for that out of their own funds set aside. This one in particular I am referring to was an addition to a secondary school and, as a result, funds were set aside for the equipping of the new library.

MR. TOWNSHEND: The purchase of these machines would all be done centrally, though, through our business officials, as opposed to individual schools ordering directly. It would be the purchased centrally.

DR. JEANNERET: Xeroxes aren't purchased, are they?

MR. TOWNSHEND: Xerox would be on a lease basis.

THE CHAIRMAN: I daresay, gentlemen, that if our staff, or anyone that we engaged to look into the question, approaches your staff with a view to obtaining information that you will be good enough to cooperate with them in this regard?

MR. TOWNSHEND: We were happy to do that this past summer.

THE CHAIRMAN: Gentlemen, we appreciate your coming a great distance from Waterloo. Are you

participating in the vote on the preservation of the market at Kitchener, or is that beyond your jurisdiction?

MR. MacMILLAN: Those of us who live in Kitchener had the opportunity to.

THE CHAIRMAN: I am not going to ask you how you are going to vote. In any event, it is a very interesting development of an historic evolution of the democratic process within the confines of this remarkable jurisdiction. Thank you very much for coming. We appreciate it.

MR. MacMILLAN: Thank you.

MR. TOWNSHEND: Thank you.

MR. WHITNEY: Thank you.

SUBMISSION OF THE ASSOCIATION OF CANADIAN TELEVISION AND RADIO ARTISTS

and

CANADIAN ASSOCIATION OF UNIVERSITY TEACHERS

and

ONTARIO CONFEDERATION OF UNIVERSITY FACULTY ASSOCIATIONS

and

ONTARIO TEACHERS' FEDERATION

THE CHAIRMAN: We have with us now representatives of the Canadian Association of University Teachers, Association of Canadian Television and Radio Artists, Ontario Confederation of University

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Faculty Associations and Ontario Teachers' Federation. Professor Donald Savage, Jack Gray, Paul Weinzweig, Sheila Dubois and Margaret Collier. Do I have the cast of characters correct?

MR. GRAY: Yes.

MR. CAMP: Which one represents my union, ACTRA?

MR. GRAY: There are two of us, we are double-represented.

MR. CAMP: We almost have a quorum.

THE CHAIRMAN: Mr. Camp was a member of several unions.

MR. CAMP: That is my favourite, though.

THE CHAIRMAN: You are making to us a submission on copyright. We, of course, have read the brief, which was very well put together. Would you be kind enough to touch on the high points so we can have an exchange of questions and ideas? Would you speak to the high points?

MR. GRAY: I don't think there is a great deal we want to say. I think we would like to point out that this is, in fact, -- we are very pleased to be able to appear before you. The brief we have given to you is, in fact, an interim document which we are in the process of developing for presentation to the Federal Government in due course.

THE CHAIRMAN: Have you selected to what part of the anatomy of the Federal Government you are going to approach first?

MR. GRAY: I am afraid not.

THE CHAIRMAN: We would be glad to give you some guidelines. (Laughter)

MR. GRAY: That would be very helpful. There are several organizations represented here today, and there have been other organizations which participated in developing this who couldn't, in fact, be here this afternoon. In particular, an organization called SCITEC, which is a scientific organization, brought some very interesting points to this brief and the Canadian Teachers' Federation. Neither of these organizations has officially ---

THE CHAIRMAN: Who was the principal author of the brief?

MR. GRAY: In fact, I am.

THE CHAIRMAN: You are responsible for it, then?

MR. GRAY: All the errors are my fault.

THE CHAIRMAN: You are responsible for anything we find wrong.

MR. GRAY: Yes, all the errors are my fault.

THE CHAIRMAN: All right, away you go.

MR. GRAY: I think one of the main points that we make in this brief and one of the things we perhaps dwell on at too much length is that copyright really has to do with the creator, the creative person in the book sense. We are very concerned and have been very concerned in some of the documentation that is coming forward that there is sometimes a non-awareness that two pages in 300-odd are devoted to the creative function as such. I think that is at least an indication of the bias that we discern in the bureaucracies and which does concern us very much because what we hope to see develop in Canada is that we think it serves the public best if it serves the creator well.

We are also concerned about the development of the communication system, the technology and so on, and I think we made clear the basic point that we feel the technology is here to serve the society and not the other way. There is quite often on the part of the bureaucrat and the technocrat, an assumption or a presumption sometimes, that in fact the technology is of a nature that you cannot tamper with, that you cannot

order it for our benefit. The presumption of copyright and film making seems to us to be in this category.=

That is the large point. In the detailed recommendation which you have read, perhaps we can discuss it in more detail, I think Dr. Savage has something to add.

PROFESSOR SAVAGE: I think it might be useful to give a little history.

THE CHAIRMAN: The question crossed my mind, how did such a diverse group happen to come together at the same time, in the same place, so you might explain that.

PROFESSOR SAVAGE: We came together first of all during summer because it was clear that we were all working on the mutual areas and it seemed fruitful to share views and see if we could come to some kind of common understanding. Quite clearly certain aspects of copyright had more interest to one group than another but we thought it was worth trying to see whether we could make a broad agreement and we have, in fact, done that through a series of meetings of representatives of the various organizations, and we have arrived at the presentation you have before you.

So far as the CAUT is concerned, our position is that we are prepared to support a strong position on the copyright field for the creator, that there is some device which will

allow for the easy use of copyrighted materials. We are, of course, an organization of members who both create and use these materials so we have seen the problems arise for both groups of people. It is clear that even if it is morally correct to take a strong stand about the creator there is no practical purpose in doing so unless you can ensure that the users will have rapid use of access tothat material. If you do not do that then you will have what you have at the moment in terms of copying machines and all the rest of it, and we were, therefore, very interested in the notion of the Copyright Society as a collection agency which might be such a device.

We are very glad that discussions we have had result in this view concerning the feasibility and participation of groups like our own. I would like to say that from our point of view the document has to be seen in whole and I just would not be prepared to take a vigorous stand on just particular points of defending copyright interests of the creators and that is linked in our minds quite clearly with the notion of the use of copyright materials at the same time.

I think that is all I have to say.

MR. GRAY: There is just one other point I would like to draw to your attention and that is as well as the collection agency, which is an idea now widely discussed and thi-

on which there seems to be general agreement, even on the Economic Council we are also suggesting in this document that public lending right be examined very carefully.

Our feeling here is that in the long-run with the technology going the way it is and with these very exciting resources that are available to us and will be increasingly available to us, we must find practical ways to make sure that we get them out to the widest possible public and many of us are aware of really exciting experiments or experiences in the library systems, for example, in the Scarborough Public Library we have seen it. But it will be very difficult for the creator to participate in these processes unless we get some form of public lending right.

I know the Commission has already been studying this but I just want to draw attention that this is a matter of great concern to us because we feel that it is a very practical device, when taken in conjunction with a collection agency of some sort.

DR. JEANNERET: I asked a question earlier this afternoon, I think for the first time, do you think that free textbooks are a form of public lending?

MR. GRAY: Free textbooks?

DR. JEANNERET: As now, of course, in the schools.

PROFESSOR SAVAGE: I would not

have thought of textbooks as a public lending right. I thought of textbooks as being bought by school boards.

DR. JEANNERET: For what purpose?

MR. GRAY: For use in the schools.

PROFESSOR SAVAGE: For distribution.

DR. JEANNERET: For the purpose of lending to the students?

MR. GRAY: I think we have been taking lending right in a somewhat more traditional sense.

THE CHAIRMAN: How do you conceive public lending right?

MR. GRAY: As far as we can understand, for example, I doubt very much that the public lending right would be of much value to the gray area to keep it in that particular area and would become a great difficulty to the public library in this case, as it involves complicated numerical counting systems so what we feel is that by the creation of a public lending right we begin or we create the condition in which a collection agency can deal with large groups of people in a manner analogous to the CAPAC operation in broadcasting.

You may have noticed we have also suggested that under the collection agency that education, or the use of materials in education, so that in a sense your question about free textbooks would come under educational books;

in other words, we collect for the use of textbooks. Each is a form of public use for which some remuneration is sought on a defined collecting basis for a term.

PROFESSOR SAVAGE: I think the reason for specifying exemption of education is that it has been our recommendation from time to time that education should be exempt in some way from the provisions of the copyright law and our feeling is that so long as educators can, in fact, use materials in a reasonably efficient way then these prohibitions should not in effect cause the subsidization of these materials.

MR. CAMP: You said something that deals directly with my question which is more philosophical perhaps. We are talking about a new technology, we are talking about photo-copying, we are talking about cable television, we are talking about libraries, we are talking about the proliferation of all this creative material in all directions and what I am trying to settle in my mind is that there is no way, short of some very, very rigid and expensive supervisory practices, amounting almost to censorship.

Running through your brief you have said frequently, "We know it is a problem but just because it is a problem we do not know why it cannot be solved." The central question is: If you try to enforce a right to use, which is one of the basic principles of copyright, I do not think

you can get there from here as opposed to a right of compensation. For example, if you look at the public lending rights in some of the European countries it is really based not on use but on the right to compensation in the face of the possibility of use and I wanted to know if you see that distinction in your own minds and since it is much easier to do it on the basis of a right to compensation rather than so many performances and such-and-such an audience and so on--

MR. GRAY: I think we are probably talking about a right to compensation in that form because of the great difficulties of accounting, as it were, monitoring and so on. On the other hand, I think there are areas in which some of the people who have participated in collection agencies feel that they would be able to make approximations of use but that will become an internal problem for the collection agencies to decide how it will divide among its members the revenues it gets for the blanket licence which covers its whole inventory.

I would suspect that where it becomes so detailed, so difficult to divide it down according to use, you are quite right, we would be dealing with a right to compensation because it is included in that material and, therefore, there is a right.

The way in which that is divided up, there is no detailed proposal here for a

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collection agency.

MR. CAMP: It is far easier to have a public lending right if somebody recognizes that principle than to try to hitch it onto the number of users and so on. Even in the field of photocopying I would think this would be true.

The other question that occurred to me in reading your brief -- and I am sure it may be because it was not relevant -- was that you make great emphasis or a great case for the originator, the creator, the artist and that strikes a responsive chord, but then are you not interested in the publisher? For example, in a public lending right what is a fair distribution as between the rights of a publisher to benefit and the rights of the originator of the material?

MR. GRAY: I think we are assuming that provided the copyright is vested in the creator in the first place that the dealings and the participation by those who then manufacture, market and distribute, and so on, those copyrights in various forms are probably best left to contract.

MR. CAMP: That is negotiable?

MR. GRAY: That is negotiable.

MR. CAMP: And not necessarily, it is not essential in your mind since it belongs to the creator that the option is with him?

MR. GRAY: That is right.

MR. CAMP: You do not really feel that the publisher has any title as a matter of

right, let us say, under public lending right, to benefit?

MR. GRAY: We certainly have not put it in those terms in this brief, although I think perhaps publishers in the sense of their distributing the product would undoubtedly be participants in the collection agencies.

MR. CAMP: In any event they will but I just took it from implication of what you were saying.

PROFESSOR SAVAGE: We have no view one way or the other. As Jack says --

MR. CAMP: I am not trying to trip you up or argue but, in other words, you have invested entirely the right in the hands of the author.

PROFESSOR SAVAGE: I would say, personally, that publishers make that part of the contract, that public lending right is not -- forget the Danish system. One of the reasons for vesting material in the creator, aside from the clear and obvious point that he is the person who originates it and this is of great importance, particularly in terms of national artistic work, not being recognized, there is also the matter of the relevant strength of the parties involved in any future dealings and on the whole, our feeling is that the creators are not especially strong in their ambition. We and everybody else. That is a very essential part, not just of the intellectual side of things, but the pure artistic side of things.

MR. CAMP: I just have one more question, which is prompted by curiosity: What is the interest of ACTRA in this brief, in this particular area, in regard to the interests of this Commission?

THE CHAIRMAN: Maybe Miss Collier can answer that.

MISS COLLIER: I wonder. ACTRA does not only represent performers but it represents writers too and in radio, television, film and in stage productions as well. In fact, our latest membership totals 3400. We have well over 800 writers in the membership.

MR. CAMP: Writing for the electronic media?

MISS COLLIER: Primarily for the electronic media, but they often write for the other media as well.

MR. GRAY: I think you are aware that ACTRA is taking a great interest in the development of the new Copyright Act and we have developed our ideas.

MR. CAMP: It has some ideas on public lending rights, residuals, they call them.

MR. GRAY: It is primarily the writing end where we develop these ideas but there are, of course, areas relating to performers. There are no existing performers' rights in Canada and it would be helpful to point out for residual purposes in particular, and perhaps further for the extension of academic freedom in the sense that the content of the material as well as the performance in the long-run, that such a right be created. Whether it should be copyright legislation or separate, we will leave to wiser heads than ours to consider, but it seems to be a useful suggestion and a useful idea far beyond what we had originally believed it to be.

DR. JEANNERET: Could I pursue some of the specifics you are touching on here? I read down through your brief and said "Amen" to almost every paragraph until I came to page 12 and there, and on page 14, you get on a position I am not able to follow very well at all. You say, you recommend:

"That copyright always be

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vested in the creator of the material, who will then be free to deal . . ."

and so on. But when I got over to page 14 I wasn't so sure what you meant. You say:

"That copyright always be first vested in the creator and that no exceptions to this be made in the case of persons who are employed under contracts of service, or in the case of works that are commissioned."

I ask you, how practical is this prohibition? I ask you, how are you going to do dictionaries and dictionaries of Canadian biography if you stick with that position? More particularly, how are you going to have collective, a collecting job, if you can't assign a right to them and assign it entirely? Perhaps for a period of time, or perhaps permanently, it depends. Do you really mean what you are recommending here?

MR. GRAY: I think the point is that we have said the process at the moment is backwards and in those cases where there needs to be a copyright, for example, in a dictionary, we assume that that should be handled, if such a recommendation were followed, we would assume that would be handled by contract. In other words ---

DR.JEANNERET: It becomes a contract of service.

MR. GRAY: Under the current law, if

you are under a contract of service, your copyright doesn't belong to you, it belongs to the person who employs you.

DR. JEANNERET: That is what I mean in the case of a person writing a dictionary.

MR. GRAY: There is something developed in that case and particularly in the case of the problems that could arise with regard to films and so on, that whole area. We think it is far better in every case that the contract -- the copyright be vested in the creator and that where it is desired that the copyright, in fact, be in the commission, or the corporation, or whomever is going -- publisher or whoever is organizing it, that be done by contract instead of the way it is done at the moment, where the only way you can get out of the automatic vesting of the copyright is to farm it out.

THE CHAIRMAN: I think the brief is excellent and the contract of service is the contract you are talking about.

MR. GRAY: Well, perhaps ---

PROFESSOR SAVAGE: We don't think so. We talked to university teachers about this being employed to create radio and television films. If such people are employees of the radio and television authority, then the copyright is assigned to the authority they are working for. They take a tight copyright position.

DR. JEANNERET: By contract.

PROFESSOR SAVAGE: Just by presumption.

THE CHAIRMAN: You are getting into a nice area of law, but it is certainly the practice in the operation of these contracts that they would be, where a person is employed for the purpose of writing or doing some act which is creative in its form. The product of his work belongs to his employer. That, certainly, is the kind of situation where I am employed for this purpose and your property belongs to the master.

MR. GRAY: Unless there is a contractual arrangement. We do recognize, to be perfectly frank, that if you adopt this particular enunciation of pure principle that all secretaries, presumably, would be copyrighting the letters and memos they write, and so forth, is in some aspects unworkable. We are not concerned with that kind of detail. We are concerned with a much larger thing, such as the university problem, such as the problem of freelancing, being employed under long-term contracts and so on, particularly in broadcasting, and the whole film difficulty.

DR. JEANNERET: Where you get into some of these technical areas, I am not so sure I follow you. At page 13 you say:

> "We believe it is particularly important that Canada accede to Berne, to which Britain, France, Germany and over 50 other countries belong, and so gain for Canadian creators . . ."

et cetera.

MR. GRAY: We have some words left out of that. We were talking about the 1971 Paris revision of Berne.

DR. JEANNERET: Is it true that Britain, France, Germany and over 50 other countries have acceded?

MR. GRAY: We are talking about the Berne Convention to which so many countries belong. The point here is quite clear and that is that we have the maximum protection, not only domestically, but that they accede to this most recent revision so that we get the maximum international protection as well in those countries which, themselves, accede to it.

PROFESSOR SAVAGE: There is another reason for that too. Under the present Competition Bill, if it is passed in its present form, one of the exclusions of that Bill is for those international agreements which are entered into under copyright and, therefore, such protections will be of some significance in that legislation.

DR. JEANNERET: I wasn't clear at the bottom of page 14, where you said -- blah, blah -- for public exposure occurs with the consent of the copyright owner, should be deemed to be publication. I know you were talking about libraries and things:

". . . in order to give the creators of such material normal copyright

control over it."

I didn't follow that. What does that mean:

". . . in order to give the creators of such material normal copyright control over it." ?

It seems to me you would have more control if it were deemed not to have been published.

PROFESSOR SAVAGE: You are quite right. We discussed that sentence there the other night with the other parties and what we do mean is that it will allow -- it will legalize the normal thing now that takes place with these things, which is, strictly speaking, not possible if they are regarded as unpublished manuscripts.

DR. JEANNERET: But this is not in the interests of the copyright owner, but in the interests of the user. It is a good thing to do, I am sure.

Finally, would you comment on your position respecting copyright as copyright as dragged in under Bill C 256? Do you have any views on that subject at all?

PROFESSOR SAVAGE: We will be going into that particular point on December 3rd with Mr. McEachern and we will ---

DR. JEANNERET: That is pretty late in history, if we are to believe how fast they want to run that Bill through.

PROFESSOR SAVAGE: I am aware of that and I have a great deal of skepticism about the

speed with which they will go through this in the Parliamentary procedure, so I think our representations will be in on time. It is a little difficult to comment on at the moment, because we have asked for opinions of certain of the academic lawyers in CAUT and we have had discussions with the Copyright Institute with the view to saying we had a revision in mind but we will have one by December 3rd.

MR. CAMP: I take it that this is very serious and I am impressed by the cogency of your argument because it strikes responsive chords all over the place but when we get to recommendation 5 on page 15 it seems to me that you could pursue this to the point of absurdity. In other words, your quotation of Galbraith, I think, could be by your own description, a violation of Copyright.

MR. GRAY: The quotation of Galbraith is fair dealing. Perhaps we could so construe it.

MR. CAMP: If the Commission were to publish the findings and sell them on the marketplace, or publish the details of this hearing, then we would be in violation of Copyright.

PROFESSOR SAVAGE: I think section 5 arises out of the fact that we have had conflicting advice as to the nature of copyright ventures given by professors in classrooms as opposed to unwritten lectures or something put on a tape recorder. What is the copyright position of that tape? As I say, the advice we got from people who know the law in this thing was on the exact opposite side. The lawyers

give us completely contradictory advice and we feel there should be some clarity in the Act as to things which really are or are not copyright.

MR. CAMP: It seems to me there are such people in society, as resource people, giving interviews and speaking and so on, almost in the public domain.

PROFESSOR SAVAGE: Which propositions are excluded.

THE CHAIRMAN: Some people give lectures and speeches for the purpose of their being.

DR. JEANNERET: You spoke on page 18 of the 1928 Act. You did not mean 1928, I think?

MR. GRAY: No, we did nmot.

MR. CAMP: Are you able to tell me in regard to the use of copyright material in university libraries, for example, if the user but the charge should be against the user on the use?

PROFESSOR SAVAGE: Do you mean in terms of --

MR. CAMP: In terms of photocopying.

PROFESSOR SAVAGE: In the present case I think most libraries use a coin machine.

MR. CAMP: That is compensation. But that would be fair, in your mind, as a means of compensating?

MR. GRAY: I think that again in that area of difficulty it would be difficult for collection organizations but I have seen university libraries who come under education; in other words, if you were a collecting agency negotiating with Departments of Education or with educational bodies to allow them to use all the items in your inventory for a variety of purposes, including photocopy that you would give them a blanket licence

and that would then include their library facilities. They could then use them in the classroom, the library and photocopy as they needed to under their licence, so what you would presumably want to achieve is a licence which gave them the maximum freedom on a single rate.

DR. JEANNERET: Of course, if you did work out any blanket right and brought it in under copyright of this nature with compensation attached, you would have to do the same thing for all foreign authors who are printed here too?

MR. GRAY: I think we contemplate -- certainly it is contemplated in this brief and Act and others are in the process of developing types of collection agencies that will have reciprocal arrangements with other collection agencies in other countries as CAPAC today does with performing rights societies in other countries. As I understand our French Canadian colleagues are already in process of dealing with collection agencies that they have established with reciprocal arrangements in other French-speaking countries.

MR. CAMP: If we were reciprocal to some countries we would have an imbalance of trade in a very short time.

MR. GRAY: I think, if in fact you do it that way, Canada probably will face a situation yet again where this may be a consideration. On the other hand, I think what should be kept in

mind is that the creative people in Canada who are in our opinion important in this process do participate in this world-wide collection and that can be crucial to them.

In fact, it may be the world-wide collection which gives them the economic pace to continue so that if, in fact, you could do it in that way, presumably we have to consider some other way or we have to go back to the many problems that creative people here face. We do not anticipate, for example, -- I mean a playright is perfectly at liberty to collect his royalties around the world. I think the principle is well established and we find in broadcasting in particular -- and I think this is important to keep in mind -- we find in broadcasting that the arrangements will probably more and more be international and that it is the exploitation of material, for example, a television film or feature film and so forth, it is the exploitation of material in the world market that is important in the long run to the economy.

MR. CAMP: I stand to be corrected but I think in the area of lending rights where they are acknowledged the rights are extended usually to nationals?

DR. JEANNERET: Not if it is in copyright. If it is copyright they have to make it international.

THE CHAIRMAN: The position is quite

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right, if it is public lending right but not in copyright then it is extended to nationals only but if you go into copyright you are in a reciprocity kind of provision.

MR. GRAY: I think Lord Eccles has suggested that it go into a Copyright Act.

THE CHAIRMAN: Lord Eccles has not said anything yet except that he wants to have the proposition put to him by a work force and that work force is working with force but they are not sure yet what they are going to present.

PROFESSOR SAVAGE: Could I say one further thing before we break up? That is as I said earlier, I am with CAUT and I suppose not many of you are familiar with it but I would like to say on behalf of the Committee we were involved in a draft which is circulated to all our members and so on and we are quite pleased with the recommendations that the Royal Commission has made.

THE CHAIRMAN: On behalf of my colleagues we are delighted to receive an indication of some recognition of our reading habits.

May I ask you please about the Performing Rights Society? This is your collection agency, as you call it?

MR. GRAY: Yes.

THE CHAIRMAN: There is a shrinking away from the words "collection agency" but this is the vehicle you are talking about. Have you taken any steps to incorporate

a Performing Rights Society as such?

MR. GRAY: No, but I think the directors of the Canadian Copyright Institute have been examining carefully the prospect.

THE CHAIRMAN: I have been finding also in parts of Europe that the writers and authors and creative people hold themselves very much apart from the publishers and that the creative people are quite powerful. They have, in effect, what they consider to be trade unions and in the more socialistic countries they are dealt with as if they were trade unions and they are very highly regarded and very well organized.

It strikes me that there is an enormous lack of organization among the creative people in this country in terms of writing, authorship and things of this nature so I was, therefore, interested to see that there is some consideration being given to a Performing Rights Society but I do point out to you that the tradition at least in these other countries has been to keep the two separate.

MR. GRAY: If I could just point out parenthetically that ACTRA in this particular case has been concerned with this problem for some time and is connected through an affiliation agreement with Writers' Guilds in the English-speaking countries and through International Writers' Guild with a large number of Writers' Guilds in I think now, 50 countries, on both sides

of the Curtain. In both those organizations or both those associations we are in the process of developing concrete proposals which we hope will be useful both domestically and internationally but our own feeling is and has been from the very beginning that while we are going to take that initiative in the Canadian case it is a cinch that all of us who are in the business, the creativity business, co-operate because there is no point, so far as we can see, in having a series of collection agencies.

THE CHAIRMAN: I agree. What I am pointing out to you is that there certainly is weakness in diversity. The experience I saw was that people come together and they speak with one voice and, therefore, with some degree of power which then translates into all the other things that we have been talking about in terms of benefits for the author and the creator.

DR. JEANNERET: You can have too many copyright institutes it seems.

THE CHAIRMAN: Sure.

Well, thank you very much. It was a nice brief, we appreciate it, it was of great concern to us and as I say, I am glad to see you are moving in the direction of creating a Performing Rights Society.

MR. GRAY: Thank you very much.

---Adjournment.

Government
Publications

ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

Mr. Richard Rohmer, Q.C. — Chairman

Dr. Marsh Jeanneret — Commissioner

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252 Bloor Street West, Toronto,
Ontario, November 10th, 1971.

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S U B M I S S I O N O F

Provincial Council of Women of Ontario	Mrs. Gordon B. Armstrong, President; Mrs. E. Falle, Vice-President; Mrs. W.A. Riddell; Mrs. Harman and Mrs. N.L. Ferries.
Dr. J.R. Kidd	Chairman, Department of Adult Education, Ontario Institute for Studies in Education.
Community Resource Centre	Miss Reni Jackman, Mr. Ray James and Mr. John MacDonald.
Mrs. Margaret Tyson	
68 Publishers Toronto	Mr. Josef Skvorecky and Zdena Skvorecky.
Lincoln County Board of Education	Mr. John Bassett, Consultant, and Mr. Norman Sheffe, Consultant.
Middlesex County Roman Catholic Separate School Board	Mr. Eugene L. Ennis, Assistant Superintendent; Mrs. Helen Meyer, Learning Materials Consultant, and Mrs. Alene Skikavich, Teacher-Librarian.

Toronto, Ontario,
November 10, 1971.

---The hearing commenced at 10.00 a.m.

THE CHAIRMAN: Now, this morning we have with us a group of ladies representing the Provincial Council of Women of Ontario. If I can see if we have you ladies all sorted out correctly which is a prime exercise to start with -- Mrs. Gordon Armstrong from Toronto; Mrs. Falle, Vice-President; Mrs. Harman, President of the Toronto Section; Mrs. Ferries; Mrs. Riddell. That is the group we have this morning.

It is our usual practice to have read the briefs as they are presented to us so if you would be kind enough to touch on the high points which you would like to make. We note that your Council has gone to considerable lengths to canvass the views of its members and it is an excellent approach to establishing a position and viewpoint, so if you could do that we would appreciate it.

SUBMISSION OF PROVINCIAL COUNCIL OF WOMEN OF ONTARIO

MRS. ARMSTRONG: Mr. Chairman, we thank you for the privilege of appearing before you. You all have had an opportunity to go through the brief as submitted in June and I think some of the highlights we might like to bring to your attention, if you have the briefs with you, turn to

page 3. In No. 1 a startling factor has come to mind based on the American research program but it is quite true of Canada as well and that is that a child spends more hours watching TV before he goes to kindergarten than a student spends in the classroom in four years of college.

The American figure as researched and presented by Dr. Looney of the University of Arizona points out that a student by the time he reaches the age of 14, not only has he seen 18,000 killings on TV but by the time he has completed high school he has spent 11,000 hours in class but he has watched TV for 22,000 hours and we point this out here and a need for concern in that Canada follows what happens in the United States and that it is most important that there be more cassettes available to our own children and these subsidized possibly through government or business sources.

There are three programs presently available on channel 19,ETV, one which has just had its first showing, I think Moderate by Jan Rubes, which is an excellent program and deals with specific subjects such as clocks and numbers but it deals in its entirety in one program with one subject and this is found to be an excellent approach to getting across a topic to children in that age group.

There are two others, I believe one a British soundtrack and the other an American

program. Neither of these can compare in quality to what we have in Canada. We point this out as being one area where a subsidy should be available to reach children before they reach the primary grades in school.

DR. JEANNERET: May I ask, do you know whether or not video cassettes are available for these programs of which you approve?

MRS. ARMSTRONG: I cannot tell you whether they are generally available. I think they would be available in minimum proportions to those who are requiring them. I know you have to inquire for a screening if you want to see one after it has been shown but there is no reason in the world why they could not be made available as long as money is made available to the producer.

DR. JEANNERET: We were told yesterday that CBC has been notoriously unwilling to co-operate with the schools in making their material available. Just how far this applies to ETV, I am not sure.

MRS. ARMSTRONG: I think ETV enjoys a very special position in that they show educational programs. Perhaps these programs would not be so difficult to obtain from others than the CBC but at the same time CBC should co-operate. Therefore, these programs should be available, if required.

THE CHAIRMAN: With respect to

one of the difficulties that the CBC may well have it has large involvements with unions and with the players who play the parts.

MRS. ARMSTRONG: The royalties.

THE CHAIRMAN: Yes. There may be certain restrictions that are inherent in these contracts. On the other hand, it is fair to say, I suppose, no matter what those contracts or arrangements are, that for educational purposes it would be ideal if any of these programs could be made available.

DR. JEANNERET: Presumably they are available at a price anyway.

THE CHAIRMAN: They may not be available at a price, we just do not know at this juncture. The principle is that they should be available.

MRS. ARMSTRONG: I think this is an area well worth investigating by the Commission in light of the findings in the United States which have just been reported in the last few days.

THE CHAIRMAN: Bear in mind that we have Terms of Reference which relate to publishing and not to television. We do understand the relationship between the two in relation to learning materials but we are interested in this aspect that we are required to cover. We will find out what the problems or barriers are to making CBC material available, if there are such barriers.

DR. JEANNERET: I have no doubt that every school system is equipped now with video cassetting equipment and is doing a flourishing job of producing video cassettes regardless of whether it is officially available or not. That is a pretty safe guess.

MRS. ARMSTRONG: It is a very new method and a very proper method really of reaching children. Mrs. Falle has just asked why we do not produce these films in Canada.

THE CHAIRMAN: That was canvassed yesterday. There are people who can produce them but we believe, or I at least believe to be the case, that our educational authorities have not really come to grips yet with giving either direction or guidelines to the people who make films and have not really paid much attention to the question of diverting budget and acquisitions from such people so that there is a vacuum. At least this is what appears on the face of it.

MRS. ARMSTRONG: I would think that many of these could be included in Circular 15 and perhaps they would not have to be of all educational qualities. Certainly the Department of Tourism which we have referred to in the brief could help. I believe the budget in 1971 was $9 million and they are exploring other areas or avenues through which they can expend or best spend their money in order to increase tourism in Canada. There is no reason in the world why some

of these vignettes or cassettes could not be produced by this department and made available to the Department of Education. In other words, money could be wisely spent and utilized in this area. I have in mind a recent book which was displayed and the works by the artists were displayed, an Eskimo artist in Toronto, his name was Pistoleak and this was only discovered through the resources of an artist James Houston who went to Cape Dorset.

THE CHAIRMAN: James Houston is also a superb writer.

MRS. ARMSTRONG: I understand that. It is a tragedy that more of these people are not discovered who, through their work, can let other Canadians know something about our heritage and especially children. The illustrations in the books which, I am sure you all have seen, really are excellent material for vignettes on TV and it is something for the Department of Tourism to explore for use in Canada. I understand there is no reason in the world why these could not be shown through that office.

THE CHAIRMAN: I would suggest to you that you might make representations of this kind in your official capacity to these departments as well.

MRS. ARMSTRONG: We are thinking of that. We point up that here is an area where public monies can be spent and spent wisely and

well. We are very disturbed too, as mentioned in No.1 and No. 2 that in the primary grades at school the texts or the books which are given to the children really are not current with today's need. They are outdated, there is not a separation among the grades as to geography and history and this, we feel, is essential if we are going to found a good basic Canadian identity that our children must have this base because by the time they reach 7 or 8 years of age they have formed their suppositions or their ideas of what the world generally is. If they have a lot of knowledge given to them through the school systems of other countries they become international, they really do not know what it is to be a Canadian.
We fully approve of studies being introduced after grade 7, especially in these areas of history and geography so that they can round out their education but we believe it should be based on Canadian and what we would like to see is separate subjects.

You had a group of grade 8 students last summer who proposed this same idea. Even in their mind in their investigation of their school library they found that very few of these books were written in Canada and they suggested that there should be a separation.

Incidentally, this will be sent along to the Board of Education.

DR. JEANNERET: The Department.

MRS. ARMSTRONG: Yes.

Now, we go on to subsidies which we are primarily concerned with and which we expect this Inquiry and, I might addd that the Inquiry was conducted by the Toronto Council of Women who were very, very concerned at the time of the sale of Ryerson Press and it was through their original effort that it reached the Provincial Council stage and was sent out to the different councils. Most certainly we are concerned that our Canadian companies be retained here and we are concerned, of course, with the Province of Ontario which is within our jurisdiction to investigate.

We feel also -- and this came up as a motion at the semi-annual meeting on November 1st and 2nd which was passed unanimously -- that monies spent or advanced by way of subsidy to Canadian publishing companies should be spent in Ontario and this is so that other craftsmen engaged in the book publishing industry can also benefit in a second way from this fund.

We feel that if we are going to be publicly accountable for the spending of these funds then they should be spent here. If the Canadian publishing company wants to publish a work which involves a contract outside of Canada that should be done through their own resources, the money should not be taken from something here. Our membership are very, very firm on this particular point.

DR. JEANNERET: Let's be very clear on this, Mrs. Armstrong, exactly what you are referring to here. Are you referring to the use of public monies by libraries, shall we say, to purchase books elsewhere than through Canadian representatives or are you referring to expenditures by publishers on printing services abroad?

MRS. ARMSTRONG: The latter is what we are referring to.

THE CHAIRMAN: Have you anything specifically in mind?

MRS. ARMSTRONG: Not particularly. I think there was a reason to be concerned about one book which would be printed, at least the artwork was being done in Italy and I believe it was Heritage.

DR. JEANNERET: The artwork or the printing?

MRS. ARMSTRONG: The lithographing was being done in Italy when we have good lithograph artists and good lithographers here in Ontario and Toronto is really the centre. We felt this work could well have been done here.

THE CHAIRMAN: We recommended to the government in our first interim report that certain monies be loaned to McClelland and Stewart and we laid down a whole series of guidelines the government might adopt if the loan was to go forward. Of course, now we have complaints from the Labour Council that certain recent publications of McClelland

and Stewart have been manufactured outside Canada. They are raising the same question, in fact. We hope to hear from Mr. McClelland on Friday, a brief from him, at which time I am sure we will raise this question. You see, we are only a recommending body. We are not executing it in any sense. That is a double entendre. We do not execute the recommendations. This is a nice question.

MRS. ARMSTRONG: The reason advanced by the delegates in session was that if, perhaps, we were a little bit more prudent spending taxpayers' money we could give more thought to it than some other sectors of our society do. We feel that if we are going to obtain these, fine, but this is a drain on the taxpayer so let's get the most out of the monies which are expended and if these monies, in the second instance, can go to support other artists and craftsmen, in our opinion this is a logical spending of the taxpayers' money and a wise spending. This is the reason behind this motion. Mind you, we didn't, in fact -- there was some debate about qualifying this statement as to whether we should take into consideration the agreements, you know, whether it would be more profitable or economical, et cetera, et cetera -- in no way public money should be spent this way.

DR. JEANNERET: You have the extreme situation where there is one publisher who boasts that all his books are Canadian and he represents foreign publishers and so on. He makes all his books

outside the country and this is the sort of situation you deplore?

MRS. ARMSTRONG: Yes, when it involves the taxpayers' monies.

DR. JEANNERET: If he is going to receive any assistance?

MRS. ARMSTRONG: In any commercial venture, the best of luck to them and if they can make money out of it when the taxpayers' money is not involved, that is different.

DR. JEANNERET: Sometimes it is hard to cut the baby in two.

MRS. ARMSTRONG: Yes, we realize that.

THE CHAIRMAN: It is a point which we understand.

MRS. ARMSTRONG: Yes. Now, I think if you would like to go on, we are very concerned too that there is much by way of local history which is either being lost or which is not being recorded because of lack of monies and we feel that every school library and perhaps every public library in that area most certainly should have in its files a history of the local area. There are many authors, there are many schools, there are many private citizens who, perhaps, could research and catalogue information pertaining to a particular area and we feel that some assistance should be given to these people upon inquiry if they are able to do it and I would point to one book which

has been written. This was done as a Centennial project and it is researched, catalogued and illustrated by Grade VI students at Centennial School in Georgetown. The children themselves did all the work and all the editing, and this book, even though it is not printed, perhaps, aswwell as one done by a publisher, is an excellent product or an excellent piece of source material for historians, geographers, ecologists and antique collectors. It is a history of the area complete with maps. It has drawings of the clothing of the time, drawings of the furniture, drawings of the location of the original houses and this sort of thing. I will pass it along to you if you would like tohave a look at it. This was done at the expense of the school really and there is no -- how does one put a price on this? It is invaluable and not only from a source-material standpoint, but also all those children who worked on that program will have knowledge of their community, knowledge of what it was to be a Canadian during that time period and from that knowledge, they are better able to understand their cultures and histories of other countries. We would suggest that more of this be done by County School Boards by interested persons, but again the question arises, where does the money come from? So that if grants could be given to schools, I think -- or to other bodies in the community, then this money would be well spent.

THE CHAIRMAN: Along this particular

line there appears to be little evidence that much is done to encourage literary creativity on the part of young people in our system. I wondered what your reaction would be to some system whereby there could be, perhaps, even a competition in our school system in Ontario whereby young people, children in the high school system at least would be given the opportunity to compete in terms of writing, stories, or short stories, things of this kind. I dont' know how it would be structured.

MRS. ARMSTRONG: I think it would be excellent.

THE CHAIRMAN: In such a way that they would have an incentive to be encouraged. There may be something I am not aware of on a broad scale to give some degree, not only of incentive to them, but also it would be a matter of challenge and prestige because there is no, as I say, really kind of drawing of people at this time.

MRS. ARMSTRONG: I suppose you could think of the Stephen Leacock project in Orillia.

THE CHAIRMAN: I am talking about a broad based kind of situation where we invite all kinds of children to get involved in perhaps various subjects, something perhaps like this, or whatever they wish to choose.

MRS. ARMSTRONG: We feel this would be an excellent venture and we would heartily endorse it, not because of children born in Canada either, but

because of children who have come to Canada and who know very little of the Canadian background, but who are very intent on becoming good Canadian citizens. We feel this would provide the groundwork in building up an identity for Canada. It could have a manyfold purpose. I think it is excellent and I think we could heartily endorse such a venture. I might also point out that this could -- we are talking about the monies necessary for the compiling of local history and I would also suggest that perhaps there should be some help given, if requested, to volunteer organizations who exist within society in Ontario to record the history of their organization. Many of these are done but done at a cost to the organization. I have a copy of our own history with us entitled "A Flame of Compassion" and it has a forward written by our former Prime Minister of Ontario, Mr. Robarts. This was done, researched, edited and paid for by our own organization, but there are many such organizations which are a part of the fabric of this province. The work they have done is really history of Ontario and it should be made available to a central library and I can think of one good library which would be the Lady Aberdeen Library at Waterloo University where many of these books are now filed for research purposes, but more could be done and more encouragement could be given to many associations, perhaps to some of the ethnic organizations which are flourishing groups in Ontario and I could think of one book which is --

has been written and paid for by the Czech community that has been unavailable for about five years now, but I point it out as an example. All of these should be available to students and to citizens who would like to research for background pertinent to organizations or ethnic communities.

DR. JEANNERET: Regrettably, we cannot commercialize such projects in any way. Those experiments that have been undertaken, an actual commercial publication of work by students have been, regrettably, dismal failures. I think of the J.M. Dent Publishing book called "First Flowering", and there are various others I could name. These have been costly experiments for the publishers involved, but you are recommending something that doesn't go so far.

MRS. ARMSTRONG: It would have to be on request and inquiry on it would have to be valid. I don't believe public money should be made available -- we don't believe public money should be made available for just any project. It would have to be properly directed, the reasons for producing it, et cetera, et cetera. The idea is that we hope this material could be recorded and also we are very concerned -- this is not mentioned in the brief -- recently, actually it was after an address by Mrs. Birdie Nickleberg from Newmarket, Ontario on Canadian literature study in one of the schools there in attempting to set up a Canadian literature course. She found that many of our

authors -- I can think of two -- Sir Gilbert Parker, who was a Canadian born here in Ontario, later knighted by Britain, who produced 36 novels and when she went to get one of his novels they were all out of print. This gentleman was only buried in 1932 and the only way she could get any of this material was by going to second-hand book sales where they were clearing out these books. There is no reason why there couldn't be reprinting perhaps, by some of these companies who would undertake the reprinting of Canadian books. The Jalna series, for instance, there was only one -- I think it is entitled "The Light" which was produced by a Canadian publisher and the rest are put out by Pan Publications, which is a British company.

We believe that this will be furthered, if the Government of Ontario and perhaps monies from Ontario itself are expended in this direction. Also, I think it is a valid suggestion that every major municipality or major metropolitan area -- there should be at least one bookstore that sells and stocks only Canadian books.

If people, Canadian or anyone visiting our country might want to pick up a Canadian book they could go to that bookstore and pick up a Canadian book.

DR. JEANNERET: What is that recommendation again?

MRS. ARMSTRONG: That there be in every major metropolitan area such as a large city or town, one bookstore which would deal exclusively in Canadian published books.

DR. JEANNERET: We are a little concerned by the fact that every major municipality does not have one bookstore.

MRS. ARMSTRONG: So are we but I think we ought to make a start somewhere. I think Toronto would be a good place to start.

THE CHAIRMAN: Toronto has two bookstores which contain, we think, only Canadian-produced material in terms of books. One is Information Canada,as it is now called and the other is The Queen's Printer of Ontario but, of course, your recommendation goes beyond that, to handling books produced by publishers other than those of government origin.

MRS. ARMSTRONG: We would hope that this would encourage a public demand for a few well loved books written by Canadian authors. If the demand could be made known at the sources then this might create demand for reprinting of Canadian novels as well.

THE CHAIRMAN: What do you think the Federal Government's role in all this sort of thing should be?

MRS. ARMSTRONG: That is a good question. It is loaded too.

THE CHAIRMAN: If it wasn't, I would not have asked it.

MRS. ARMSTRONG: Frankly, at the annual meeting of the National Council of Women in June in Halifax we proposed a motion from Ontario that a telegram be sent to the Secretary of State, Mr. Pelletier at the time --

THE CHAIRMAN: I hope it was prepaid.

MRS. ARMSTRONG: Yes, we prepaid it -- asking that some assistance be given. This was based on an earlier press statement he had made, I believe, away last January that definitely the Federal Government were going to step in and assist the Canadian book publishers but we have not seen any evidence of it.

We feel definitely that the Federal Government in this area should have taken the lead a long time ago. They are in a better position to assess the situation from a national viewpoint. We, of course, are concerned with Ontario but really this is a national problem: it is not a provincial problem and the Ontario Government should be commended for the steps they have taken, based upon your first recommendation. Something should be done immediately not after the horse has

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left the barn, so to speak.

We are not happy with the lack of -- they are interested but with a lack of doing on the part of the Federal Government in this area and we urge that this should have been done long ago. Ontario has actually taken the lead in this regard.

THE CHAIRMAN: Therefore, I daresay that you would encourage us to make recommendations to the Federal Government and well as Provincial?

MRS. ARMSTRONG: Most certainly and we will do the same.

I think we are concerned too, and we stress this in our brief, with the modifying of Canadian textbooks used in, I would say, the secondary school system primarily and, of course, in the universities and we are very concerned with this phenomenon of the Canadian readers which has reared its head, this being really a supplement to a basic American text. We feel that the American texts in social sciencesmost certainly could be written in Canada. There is no reason in the world why a text could not be written and used here in Canada rather than an American-based text with a supplement for people who want Canadian content. We are very concerned about this.

DR. JEANNERET: You are speaking about the university level?

MRS. ARMSTRONG: Yes,we are speaking of the university level. As a matter of fact, I was instrumental in 1964 and 1965 in taking

a course in political science but when it came to getting material in Canada it was absolutely pathetic. All you could do was relate to American sources and they are completely irrelevant.

DR. JEANNERET: It is rather interesting you mentioned John Porter's book. I was interested in that and we had agreed to subsidize it to the necessary extent on the basis of the original editorial prospectus and we did. In the end it sold something in the order of 40,000 or 50,000 copies, you know. It was one of the most successful books of its kind.

MRS. ARMSTRONG: It was an excellent textbook. I think it points out that there is no reason why we could not presuppose that other textbooks could be written of the same quality applicable to Canada.

I think we have covered the Canada Council. We are all of the same opinion that more could be done through the Canada Council grants. Definitely I think they have been lacking in some areas -- very good in perhaps some specific areas.

DR.JEANNERET: That is the only thing there has been.

THE CHAIRMAN: That is right, the Ontario Council for the Arts barely recognizes that there is such a thing as a book. They make certain indications that they were proposing promotional programs. We met with them early in the

spring and had other meetings with them but they have been silent for some time. In any event, obviously there is not nearly enough being done.

MRS. ARMSTRONG: It would appear that their interest lies more in the arts which can be well publicized or will create a climate at this point in time rather than in the arts that will go on from one generation to another. This appears to be what is foremost as part of their criteria.

Again, this was rather interesting and this has cropped up at Council. For three years, in fact, we have suggested that there be a Board at the Ontario level dealing with many matters but we are getting a feedback as a principle across the board that the ordinary citizens are tired of a bureaucracy, they are tired of being unable to get action or to voice their opinion. They want some source to which they can go immediately to get an answer or at least be told where to go to get an answer and it has come up in education, that we have had a comment come in that there should be an educational ombudsman and I think the principle behind it is that there are many parents of new Canadian children, people of second and third generation Canadians too who are not getting answers when they go to the schools. They are getting the round-about and they feel that they should be able to go to an independent source who can analytically tell

them what they want to know, rather than something which is covered up, something with a twofold meaning or, "Johnny is doing well" or this is so because of such-and-such a situation.

DR.JEANNERET: The whole theory of ombudsmanship, of course, is that it tends to get very tangled and one has to define what one really means. It can be nothing more than an admission of failure of an existing system but I do not think that is a good way or a constructive way, to come at it. Would you assign this ombudsman, if it were possible to have one, authority to have administrative authority in areas that are not now assumed by the central authority? In other words, where the Department of Education has decentralized its authority to regional boards, would you give this central ombudsman authority in these regional areas?

MRS. ARMSTRONG: Well, regional boards in many instances are still part of the people. I think definitely authority should be given, you mentioned in areas other than in present jurisdictional areas.

DR. JEANNERET: I am wondering if you had to have one big ombudsman or a lot of little ombudsmen.

MRS. ARMSTRONG: I think that would help a little because to have one big one you are just repeating the same problem. It is the principle really which is coming through loud and

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clear. It is a failure of our system, I think it is something we have to recognize.

DR. JEANNERET: Sorry?

MRS. ARMSTRONG: It is a failure of our system and this is a reality. It is a failure that could be remedied and it is a failure because of our way of life, because of our bureaucracy and because of the paths on which we as a society are moving. It can be remedied and it can be remedied through persons or bodies such as this who would work in a much closer and intimate way with the local people.

THE CHAIRMAN: That is an interesting point because one of the prime, as I see it, difficulties of government whether it is federal or provincial or otherwise -- it does not matter -- is simply this, that over the decades as they have gone on the population has grown, the services have grown and each, like for example of the departments, the number of civil servants has grown and so what you create is a situation where we still have only one Minister in a department but we have got an enormous number of other people in the departments and for the person off the street to find out anything in relation to that particular department's work in connection with that person, it is an enormous problem and there is nowhere to go or anyone with whom to speak. It is getting very hard to get anyone to speak to you. I think this is

just a general growing problem and it is one of communication. It may well be that not necessarily an ombudsman in the sense that it is interpreted but some officer who is responsible and virtually independent but to whom a member of the public can go for answers in relation to a particular department's activities might well be a very useful approach.

DR. JEANNERET: But not a department the size of Information Canada.

MRS. ARMSTRONG: I might point out as an example, I think, I experienced this myself, it is rather unfair to use it as an example because it may not have happened to other people but about three years ago I tried to get information from Information Canada. I wanted to know what the latest possible level was as set by the Economic Council of Canada. I made seven phone calls before I got the information. It took me three days to get the information. One of the numbers referred to me by Information Canada was no longer in use. I finally got the information from the public library at City Hall here in Toronto. It is a case of lack of communication, a case of lack of dialogue, a case of too much bigness.

THE CHAIRMAN: This is a fault with all of the senior governments at this time and it is increasing. It is just a nice point.

Now, what are the other points you

would like to make, Mrs. Armstrong?

MRS. ARMSTRONG: I think we have covered many of the points, in fact I would say most of the points included in our submission. If there are any other questions you would like to ask, we have four other members here. I think there is one point that I would like to make and I have it included in my conclusion of remarks to you.

This point we have not really covered, we have touched on it but as a Council we are very deeply concerned with the fragmentation of our culture. This is appearing more, more and more, as many, many groups are going after their own demands in our society and we feel that this is a breaking up of the Canadian identity rather than uniting our Canadian identity, the creation of a Canadian identity. This is coming through and we are very concerned about this.

THE CHAIRMAN: Is not this the business which shows in posture or that shows in goal, at least the Federal Government? Is that not apparently the case?

MRS. ARMSTRONG: Perhaps that is true but we feel that it is a breaking-up or it creates a climate for a breaking up of Canada and we feel that in order to counteract this if Canadianism is going to be possible in the future we are going to have to reserve our basic history, we are

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going to have to teach our basic history, we are going to have to build a Canadian identity in the child before kindergarten age up.

That is, if we are going to have a United Canada.

DR. JEANNERET: What do you mean by fragmentation of our culture? There may be some misunderstanding here.

MRS. ARMSTRONG: We believe that the present climate, which induces various groupings within our society to press their own demands, whether it be a demand for their language being taught or that they be given prime consideration, or that because of numbers they are better or best, we believe that this is creating in many people a ghetto thought in that they are what they are simply because of their background. They are not what they are because they are Canadians. We believe it is essential that they be Canadian first and foremost.

DR. JEANNERET: Not to the melting-pot point.

MRS. ARMSTRONG: We believe culture should certainly be retained, the history of various groupings should be retained, their traditions should be retained, but we believe that these should be of a complement to the development of the Canadian individual but first and foremost all of us who live in Canada are Canadian. We are not one grouping or another. We are Canadian.

We believe this has to start and has to be fostered through the school system, through our artists, through our authors, through our books, through every medium, whether it be through

the written medium or whether it be through the visual medium, but this is going to have to be done if we are going to be Canadian in the future. We would also like to point out that even though we feel that to be a Canadian you must first of all have a firm base and knowledge of your past, your heritage, that other cultures, other teachings, other books should be excluded. We don't. We are not narrowing our thought this way, but we believe once having established this base, most certainly books and writings from other countries, United States, Great Britain, Europe, should be available and should be included because, if we are going to be well rounded mature citizens, we have to have a knowledge of other countries, their traditions, their cultures, their writings, and we can be better Canadians for having been exposed to it. So we feel there is definitely a place that these books should not be excluded from our schools. They should be encouraged. I think we should be encouraged to read them and evaluate, but we feel we can only evaluate after having formed a firm base in Canada. I think that is one point we would like to make.

Those are the majority of the points that I feel would be of interest to you, gentlemen. If there is anything you would like to ask us?

DR. JEANNERET: Just a couple of points. I think your fifth recommendation illustrates a rather too restricted reading of our third interim report. You recommend:

"An amendment to the Canada Bank Act should be sought so that publishing companies would be able to borrow from banks."

At no point did we say the Canada Banking Act said they could not borrow from banks.

MRS. ARMSTRONG: I think perhaps this ---

DR. JEANNERET: I think it is a misconstruing of the actual situation.

MRS. ARMSTRONG: For some clarification what we point out here is that many businesses that have equity, present equity, who have machines, buildings, find it much easier to get grants from a bank or a financial institution, but where your equity is in your head or in your supposition that this would be a good book to publish, but where it is based on ---

DR. JEANNERET: Or inventory.

MRS. ARMSTRONG: Yes.

DR. JEANNERET: That is quite true, but the Canada Bank Act provisions wouldn't solve that. The Canada Bank Act permits them to lend on inventories.

MRS. ARMSTRONG: It must be a sound investment and I think this is the point we make here, although it may well be a sounder investment than a machine.

DR.JEANNERET: Under number 7, this is picked up in your final recommendation, but on

page 9, your recommendation a third of the way down:

"It is recommended there be subsidization of Canadian publishing companies if financial circumstances indicated the possibility of the company being sold to owners other than Canadian."

I submit that this is a difficult condition to judge and perhaps it would be better if there were no further take-overs permitted as recommended in our third interim report.

MRS. ARMSTRONG: If you recall, this was written before your third interim report was released, but what we are primarily concerned with here is that Canadian publishing should be kept in Canada, but that, again, public monies or taxpayers' monies should not be spent or should not be advanced without there having been some criteria established. There have to be guidelines or some criteria.

DR. JEANNERET: Back about page 5, about five or six lines down, you say:

"This situation prevailed where government grants had been curtailed."

I am not sure I know what you mean about government grants having been curtailed and I think I may be wrong.

MRS. ARMSTRONG: Is that under libraries, page 5?

DR. JEANNERET: At the top of page

5:

"Those interviewed did not feel that the amalgamation of the former individual school boards . . ."

et cetera.

" . . .library shelves were empty because of the lack of funds . . . This situation prevailed where government grants had been curtailed."

Do you know what the reference is to there? Is it to the integration of the per-pupil grants in 1968?

MRS. ARMSTRONG: The first portion dealt with a question which was then out to Council on page 4, dealing with:

"Did the amalgamation of school boards and the assurance of Rule C-15 result in a lesser number of individual texts being sold?"

That was really the report, but the section dealing with the libraries dealt with the Welland School Board where they had thousands of feet of empty shelves and it was because of the lack in government grants, these grants would come from the Department of Education for the stocking of libraries and they felt that, having the space, the grant should not have been cut back. These books should have been purchased and made available on the shelves to the people of Ontario and they felt all citizens should have access to them.

DR. JEANNERET: We went over and

inspected that particular situation. I am still not clear on the reference to specific cutbacks. I think the point there was there were not funds available for the stocking of that particular library or for capital expenditures.

MRS. ARMSTRONG: We felt where the library is going to serve, not only children, but the community entirely, that this should definitely -- cutbacks should be cut to the very minimum.

DR. JEANNERET: I didn't quite follow this.

MRS. ARMSTRONG: Of course, this was during a transitory phase where the regional school boards were coming into being and where the departments and the boards were regrouping their funds and really looking at their own capital expenditures as to where the grants and the money should go.

DR. JEANNERET: And I see you did say:

> "Government grants to County school boards should be regarded as a means of fostering the Canadian identity as well as educational aid to students."

It is really a question of how far you would go with indoctrination as such, but probably the answer is the climate and press Canadians with Canadian materials and let the chips fall where they may, rather than take solace in indoctrination. We don't want to think we are like the Nazis or something like that.

THE CHAIRMAN: A lot of indoctrination goes on in the United States. I don't know whether it has done them harm or good. They don't shrink from that sort of thing.

MRS. ARMSTRONG: I think John Kennedy, in one of his major speeches said indoctrination -- he didn't use that word -- really was accountable to the educational system. We don't believe in indoctrination, but we do believe a climate for the development of a Canadian individual should be forthcoming.

THE CHAIRMAN: I had the privilege of going to a public school and high school in one of the major cities in the United States and I can recall quite clearly from the outset that I was required -- I never did it -- as a student in the morning, we all stood up and put our hands over our hearts and "I pledge allegiance . . ." and so forth. The indoctrination goes on in that country -- that is just a symptom of it -- it is marvelous. I believe they have got the finest country inthe world and they are proud of it and they are not afraid of indoctrinating their children in relation to it.

DR. JEANNERET: But they had better not say the Lord's Prayer. (Laughter)

THE CHAIRMAN: Unfortunately there are changes going on in the world and in that country, and in any event, we are Canadians. We talk about our country and we talk about these things and it turns me off. I would like to talk about my country.

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We have the finest country in the world and we have a lot to talk about and whether it is indoctrination or otherwise, we have got to be letting our children know what it is that they have in terms of culture and heritage and everything. I just don't buy this business of tippy-toeing.

DR. JEANNERET: I think this turns on the meaning of the word "indoctrination". I sat for years on a committee on religious education in the public schools, and most of the time was spent wrestling with this whole concept of indoctrination. Those who believe in the S.R. approach can indoctrinate a person into believing anything, all being Nazis if we wish.

MRS. ARMSTRONG: We are not concerned in the Council with political or religious indoctrination, or indoctrination per se. What we are interested in and what we encourage is the building up of Canadian pride and a love of being a Canadian and an understanding of what it is to be a Canadian, so that when you stand you know who you are and what you are and this is better, in our opinion, than any system of indoctrination, which can be a by rote system.

DR. JEANNERET: That is another matter.

THE CHAIRMAN: Ladies, you have done a great job and have put together a lot of very useful views for us in a comprehensive way. We appreciate your coming here today and all the effort

you put into it. It has been of value to us and I recommend, and I am sure my colleague will as well, that you make known your views to other bodies which exist and you may have an influence on the course of events, whether we have or not.

MRS. ARMSTRONG: I think you will, on the public more so than any other Commission in Ontario.

THE CHAIRMAN: Thank you very much. I think you should take your views to the Federal Government where, in Ottawa, they are really a part of the country. I think you should make your views known and we will make our views known, you may be sure.

MRS. ARMSTRONG: Thank you very much. Mrs. Falle has one last remark on indoctrination. She is very concerned with a problem that came in from one area of Ontario where a child in the public school system had been asked to draw a Canadian flag and came back to school the next day with the drawing of an American flag. I am sure you have heard of this.

THE CHAIRMAN: So who was doing the indoctrinating?

MRS. ARMSTRONG: It goes right back to TV, doesn't it?

THE CHAIRMAN: Thank you very much.

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THE CHAIRMAN: We have with us now Dr. J.R. Kidd, who is presenting a memorandum of his own views on publishing.

Dr. Kidd, we have, of course, read your brief and if you would cover the high points we would like to discuss it with you.

I might comment at this point that personally I think it seems to be an outstanding brief, if one were to judge by the briefs we have so far received. I would be hard pressed to say that a brief would be placed ahead of this.

DR. JEANNERET: I would second that motion.

THE CHAIRMAN: It has been very well done and I am going to recommend to my colleagues that we distribute this at an early time to the present members of the publishing industry in Ontario at least for their consideration because it is very well done.

It points out a lot of things that we have not yet touched on.

Sir, would you like to touch the high points and then we will have a discussion?

SUBMISSION OF DR. J.R. KIDD

DR. KIDD: Mr. Chairman, I am grateful for the opportunity. I touched primarily, I made one large point rather than dealing with many matters in which I have a personal opinion or an interest -- censorship of Canadian publishing

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and things of this kind and on which you have been hearing a great many others with equal or greater experience.

While I am here alone I am really here representing the consumer and the main point, as you know, is that the consumer, the reader, the learner, constitutes a very large and significant group and in my opinion not enough attention yet has been paid to the opportunity for having the consumer play his role in the problem which we all face.

I make the point that there is a learning force. I might say a system although it is more an un-system. This includes not only schools and institutions and classes but people in all kinds of activities and many of these persons are engaged in their own self-directed learning. Perhaps the most important concept in education at the moment is, I may be exaggerating a bit but I think it is the notion that how you help a person become an autonomous self-directed continuing learner is of the greatest importance and this is true in nursery, elementary and secondary schools as well as with adults.

In our own department a rather important study of a self-directed learner has been produced very recently and is now just out and it supports thoroughly the kinds of assertions that are made about the quality that goes on.

I indicated that the numbers that we are talking about now of this learning force are very substantial, about 3 million people in Canada who are engaged in some kind of an activity with a definite enrolment and there may be 5 million or 7 million who are in regular programs but without a doubt we are talking about large numbers of people. How to motivate, how to inform, how to organize for them, becomes a problem.

It seems to me that the first task is understanding and realizing how significant this is if the publishing industry is to flourish.

The second one is even more important. It is how to reach these persons because they are not all found in the conventional marketing arrangements that have been established, of course. I think one thing we will need to do as soon as we can is develop some kind of general information service and I expect eventually, perhaps not very long from now, we should be computerizing that.

I submit something again you know about, the collaboration that now goes on between the libraries in Metro and our institution to inform people of all the opportunities for learning that exist in Metro. It is an extremely useful service for counsellors and libraries and schools and for the individual to find those things which best suit him. I think there may be ways of developing guides to materials with which we want to

proceed with a little more experience.

Then it seems to me we have got to deal with the problem of so few bookstores and so poorly placed to serve everyone. I would make a point that we need to find regional centres of some kind. I argue that the CAT's might be considered as one of the bidders for this. I mentioned 20 colleges in 36 centres. There are actually about 48 campuses now and these are scattered, not scattered but distributed through the ten economic areas and some support to their stocking and making accessible appropriate materials places them within access of a great many of our citizens. Libraries might be considered for this. There may be other ways of doing it but the CAT's are charged by law with some responsibility for the intellectual services and for a delivery system. It is a delivery system that we are talking about.

Secondly, it seems to me we might look at the analogy if you will permit it of the Brewer's Retail in figuring out how publishers could together, through consorting or through some fashion put their materials in a fashion that the rest of us could obtain. I literally mean now getting into shopping centres with some of the products. I certainly mean taking a kind of display which was last week an educational showplace where all of these materials could be seen together at one time and putting that or a

semblance of it in a caravan and on the road or at key points where people congregate such as Stratford or some other place where many Ontarians or Canadians assemble and I mean the support of even private marketing organizations like the Reader's Club of Canada which have used the Post for the assembling and distributing of their products.

A third way is to mobilize or to better work with the mass media for getting attention to these materials. I am thinking of the mass media now as a supporter, an additional arm to communicating. I am thinking primarily of local radio and the developing cable systems, this new communication service centre, both cable and radio and perhaps the larger systems as well could be playing a role of informing people about the ways in which their many interests can be served.

I know that some of the cable people in this city are interested, at least in this stage, where they are looking for markets. Whether they will be concerned later is another matter, but if they were to develop good habits in the early stage of regularly informing people about the kinds of materials, then they might carry these on. Contracts might be carried forward. Broadcasting could be an important channel of undeveloped information and understanding.

I suppose one could draw attention

to the post and I suppose simply point out the cost that has come to many correspondents and other programs of education as a result of Ottawa attempts to solve the Post Office problems. Maybe these problems have been solved but it has created serious difficulties in many forms of continuing education.

I guess sometimes we ought to look not only at the immediate loss but at the costs that result from a given course of action in this case. In this case the evidence points to a number of serious disabilities.

Then, I do not mention but I have often speculated on the need for a new journal for the consumers of learning, the learning force I talk about. Journalists would talk about the institutional opportunities but also the many individualized opportunities, as a guide for finding what he needs. I have sometimes discussed this with people at Maclean-Hunter and other places where such a reality might take place but I am convinced that if this were done that there would be a substantial utilization of it and that, in turn, would be of great support to the whole publishing or educational material production.

DR. JEANNERET: It would be a reference work rather than a journal read, subscribed to and continually used item, still important?

DR. KIDD: I think it could be something of both although there is always the

problem of how many targets you try to hit with the same journal but it certainly would have the reference features and might along with it be sending out many of the materials which are successful as part of the product. It would be a journal plus. I have some of these things which have been developed and could pass them on if they were of interest.

Getting to or informing people of opportunity and materials is a large problem and I do not think we do this -- and I am not arguing it , be done simply but I do not think we do it as well as we could under the present circumstances. I am sure that we ought to be organizing to do it better.

Task 3, I suppose, would have to do with the way that a consortium of publishers or an authority publishing authority could support the enterprise. Personally I am not one against using public money for these purposes. I think this is as important as any other way we spend public money. I am not against putting public money behind publishing. This is commendable.

THE CHAIRMAN: I notice, Dr. Kidd, you may have seen in the newspaper this morning, that in terms of public money I see that one educational group in the Toronto region is considering paying about $950,000 for one acre of land. These things become factors which one must consider when one contemplates recommendations

from time to time because the values that people are putting on various things are interesting on a comparative basis. I just raise that in passing because public money is being spent in quantities which are substantial and in our small task we are going to be, of course, asked to make recommendations which relate to this sort of thing.

If you look around and see what is going on it gives you pause, you have to take a look at it very carefully.

DR. KIDD: Well, I have talked to politicians who think it is obviously necessary to spend money on sewers and I guess it is but I wonder if this is not arrant dangerous socialism that we talk about pinning it on another form of communication. It may be essential for my health and sanity. In addition, however, to the expenditure of public money on publishing -- and I am not against that, I put my own emphasis on marketing and on accessibility and on treating the whole industry,not just single parts of it, and while I have not developed any good proposals on marketing it seems to me that a lot of attention ought to be put here -- and I think probably the analogies of the models might just appropriately come from agriculture and forestry, the growing things, the places where reforestation ideas have to be considered and not manufacturing industries where you are talking about things.

I am not sure -- I guess all I am saying is I am not sure we have approached the notions of marketing of publishing with the right concepts or with the right models. I have not done it always that way. We have to look at the whole system, but I think we have to look at a growing system where the consumer is not sated, but is encouraged to go beyond. He doesn't just become dependent, he becomes energized in the process. Maybe we need new models in marketing here. I rather think, of agriculture and these other areas where we might find some.

I am talking too long. I do make some reference to the international scene. This is a matter far more for the Federal Government, perhaps, than that of Ontario. I argue that the books can and should be an important part of Canada's international development program, if we could just throw away a little of our modesty about our own attainments. We have not been modest but very stupid about this and tend to deprive other people of things they may want, we call it by the laudable term of "modesty". It is interesting that, on a private basis the Overseas Book Centre has been distributing more than a million Canadian books every year. This is just a very small, modest effort, and these have not only been wanted, but utilized. These are second-hand books, but they go to markets where teachers or librarians or others want them very much and know how to use them.

I think that in the realm of international scholarship, Dr. Jeanneret's work has been so outstanding, Canada has a much larger place to play than we have attempted. This is not even -- this market isn't going to change substantially in the economics of publishing, but it is a very important part of it and it may reach -- it may be more important in the next decade, a decade from now, than the present. Even in the present we ought to be doing a great deal better in the stocking of our present publications in Canadian offices and making them accessible to the universities and national libraries abroad. My own little journal, "Convergence", now reaches over 100 countries and is used there. These are all countries where Canadian publications ought to be going regularly. As we know, this is all too rare an occurrence.

I do make two other references. One is to the under-educated approximately 4 million Canadians who, whatever your definition is, about what constitutes being undereducated, but about 4 million lack the essentials of an elementary education and probably are handicapped for operating in today's society and we have done far too little for them. Publishing materials is an extremely urgent aspect of this as well as motivating and getting their attention.

I do refer to work I am now spending more of my time in and that is Canadian studies. Here we are are going to be creating a number of

new writers and we are going to have some publishing needs, certainly within a year or two. Just let me remind you there are now 22 Canadian universities that have special programs called Canadian Studies and there are 17 of the community colleges that have this, this bubble and trouble. There is going to be a whole approach now to writing and preparation of materials which will be supplying some outlets, not always commercial outlets, but some planned outlet.

DR. JEANNERET: You say you have some notes and I wonder if you could wrap that point up in a little memorandum for us? We are aware of this, but I think it would be good to highlight it on the Canadian Studies program.

DR. KIDD: We will be having the representatives of the University programs here on the 30th of November and we will be able to pass on more information to you, if that isn't too late.

Let me just talk about one small project. This is one which Kay Lamb and others have developed, and looking at the theses that are already published and those that are being prepared which usually in two copies are stored away in a university and rarely seen again. Having groups of readers determine which of these might be made more accessible for teachers and broadcasters and so on, and then finding some way of getting them to the attention of these persons,

the plan is to do this equally with local histories and one part of the plan would be to make available one, two or three fairly able editors on a part-time basis, who would even work with the people developing local histories, people of quality. The main problem then is when you have them -- very few of them should reach the commercial market -- the main problem is finding out how to get them into the main collections where they should be seen, or to the attention of teachers and curriculum designers. This is one of the projects which is underway at the moment to create some commercial publishing, with probably a lot of transmission of ideas to places where curricula are designed.

Those are the main points, sir. I did mention in the brief with respect to these consumers, the learning force, the changes, the democratic changes, the aging of the population, the new roles of women, the fact that every professional and manager now considers that he needs to study systematically every year or so, the emergence of the new colleges, the creation of a whole group of para-professions, these facts spell out needs in the next decade that most of us have not thought very much about.

DR. JEANNERET: As the Chairman implied, I too read through your brief and ended by saying "Amen", Dr. Kidd. There is something I would like to ask you a question or two about. I was very much interested along about page 9

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there, where you were talking about Canadians' inadequacy in schooling and the illitercy here and you go on to point out, after you establish the size of this vast market, for continuing education of one kind and another, that many publishers must have considered from time to time how they might reach and serve their market and it perhaps seems too difficult for the individual company and you say:

> "We have never heard of the publishers sitting down together to think about how such a sizable problem might be tackled in some cooperative fashion."

I dwelled on this quite a while. I think that we, as Commissioners, have had brought home to us the fact that publishers generally in this country, and I am talking chiefly about educational publishing, have addressed themselves to priorities, commercial priorities and zeroed in on schoolbook publishing in particular and that what is perplexing right now is that it is becoming a more and more incoherent field, that textbook publishing area. Then when they would look over at this, I think they would be struck by the fact that it was totally incoherent, so far as they were concerned. I wonder if there is any way you can see whereby this can be coordinated and made a reasonable object, target for attack by them, remembering, as you would remember, that they have commercial concerns, accountability, if it doesn't work in all areas of the public service, it

certainly works in publishing and they have to make this thing add. I agree with you that there has been a lack of imagination and aggressiveness and perhaps even experimentation and exploration in this area, but it is an immensely difficult thing to get one's panic around, so to speak, so that you can make the productions in this area make sense economically. Could you comment on this? I am not suggesting you are going to say "Do it this way or this way or this way". How would you go about exploring it?

DR. KIDD: I know the natural way school book publishers have tried to get the most of what is best and what is best for them. I don't blame them for doing that, and it has become a much more difficult mark for them. Naturally, the incoherence of demand in perhaps five years in this market, which is represented particularly by the under-educated didn't attract them and they were not aware there were opportunities. I don't think it is likely to attract any one of them individually, but I am wondering if -- this has been attempted -- in some countries, of course, the state does this and there is no problem. In the Eastern European countries they don't have a problem like this because they organized it and it is part of the concern of the state about its citizens. There have been some attempts in the United States with public funds to organize the A-B method material for adult-based education. There were quite a lot

of subsidies to publishers at the time research was needed and some attempt to get agreement by the big school boards or the state departments to use materials in more than one place, so the volume was increased. I guess what would be needed here is a consortium where two or three or four publishers would show their interest and we would then need, I believe, some public support for the research and development stage of this, and at least some agreement by the Departments of Education that they would consider it favourably, materials produced. This is an area where department boundaries don't mean very much, French and English do in certain local places and local matters do, the Indians and Eskimos, or people coming from European countries, but the basic materials can be fairly common and one has to build the subsidiary things.

DR. JEANNERET: It is a matter of marketing and coordinating the marketing.

DR. KIDD: It is coordinating the research and developing and then coordinating the marketing.

DR. JEANNERET: Marketing, regrettably, seems to be a fairly inefficient thing in this area, not to blame them.

DR. KIDD: The field has been very incoherent. There is more coherence in it and it is becoming larger. The need, if we don't do it, is becoming clearer, it seems to me.

DR. JEANNERET: With those caveats,

which I think are very important -- I agree with what the author says and that is:

> "We feel that failure even to such concepts and possibilities, despite obvious difficulties in so doing, is one of the inter-related cause-and-effect factors associated with malaise in the publishing industry."

I think that point is well taken as long as one keeps in mind the reservations there.

What do you think about the advisability of one project that we have toyed with, partly because it has been suggested and partly because in putting things together we have come to this ourselves anyway and that is the possibility of devising, supporting, bringing into existence on a continuing basis co-ordinated catalogues preferably by subject classifications on a scale never hitherto attempted?

From the consumer's standpoint which we are looking at it from right now the separate individuality of each publisher is totally meaningless. It means a great deal to the publisher when he develops a flossy catalogue of whatever subjects he happens to deal with at the moment but the really useful project seems to be a project that has not been undertaken on a large scale and that is a subject classification, co-ordinated catalogue. What do you think about this -- a new book of Canadian Books in Print perhaps but perhaps not?

DR. KIDD: I have strong opinions about this. It may not produce all the revenue in the first two years but it would certainly improve the utilization of those materials. My experience in this goes back to adult education again where many of the materials we used were obtained, not only from hardback books but came from journal articles and pamphlets often from industry and the sources of these might have been 50 and we had

to find a way of getting together around themes and subjects,issues, materials of many kinds. When we did that the distribution and utilization of these went up substantially.

Now, the reason why more of this was not done is the cost of doing it. We were doing it with totally inadequate funds.

DR. JEANNERET: Look at what is being spent now on cataloguing and largely it is futile -- largely.

DR. KIDD: But if one uses one's present resources in a different way to suit the consumer and help him consume and become a satisfied continuing customer, I think this is going to be good for business and I am certain it will help education.

DR. JEANNERET: I am glad to hear you say that. There is just one other thing. When you are talking about internationalizing Canadian publication then I could not agree with you more, we have to broaden the basis for any publishers to solve the competition problem, what do you think of the idea of a Canadian program, a Canadian-fostered program parallel to the Franklin program? Is this not the sort of area that we might launch into, in your opinion?

DR. KIDD: I know on three occasions I have attempted to have the Canada Council look at this and to spend relatively small sums of money in this kind of approach. I think it is

long overdue. Whether it is the Canada Council or whether we need create a new authority to do it, I do not know, but I am sure we needed it ten years ago and we need it much more now. I cannot put it any more strongly than that.

DR. JEANNERET: It is worth making one little observation in that connection and I was not really intending to talk about copyright but if by any chance the Economic Council of Canada's recommendation that copyright should not operate to prevent the importation of an edition into Canada should be implemented, it would be killed before you ever start the program, low-priced Canadian editions abroad because you could not even contemplate that on the scale that the Americans have for textbooks series and so on but I am glad to hear you make those comments about a kind of Canadian Franklin program. It obviously would have to have another name. I have nothing else to ask or to say except that your brief certainly deserves more discussion than this.

THE CHAIRMAN: Dr. Kidd, in many of the matters that you have raised, somebody should take some action. What is inherent in most of the things you have said and in essence the most of the submissions that have been made to us is that somebody ought to be doing something about something. The suggestions, of course, have been made to us in the past but, by and large perhaps

three-quarters of the suggestions made to us relate to the fact that the government should be doing this or the government should be doing that. You used the word "motivating' the under-educated people of the country". How do you motivate that? I wonder how you motivate the people who are the creative people in a literary sense in the country and those who are interested in publication and publishing. How do you motivate them to come together to do some of the things you suggest, or is this going to have to take the lead of government?

DR. KIDD: Mr. Chairman, I have not much wisdom here but let us use an analogy here. I guess that following this Commission's Reports which are extremely good and I have no question at all about the importance of them, that they can languish, as some Commission Reports have, on shelves. That has often happened in Canada. That nearly happened with respect to programs with which we were concerned earlier regarding discrimination. Everyone was in favour of improving the condition of dealing properly with each other but usually you get these rhetoric and assertions made and you may even get a report and then it is tabled and maybe the change comes slowly but in most of the provinces, certainly in this province and in others, in addition to the insertion of the rhetoric and the proposals of what ought to be done there was some government

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machinery, not just coercive but with a continual education task of continually drawing attention to the principles, the needs and the opportunities. I would feel in this area that when the government receives your Report they would set up a small authority for at least the life of five years, where you have the continuing task that you have started so well.

Many of the things that are really concerning us could be done without government if we can persuade, but the persuasion does not happen overnight or just at the time of the Report: we may all have to work at it for another five or ten years.

DR.JEANNERET: And you cannot answer every question now, either.

THE CHAIRMAN: You can never answer every question, that is the problem.

DR.KIDD: That is right. If in addition there was some money for certain of these services and there is some coercion to prevent certain practices with reasonable kinds of coercion I think we would make much more progress than if we run the risk of our all getting off on some other emergent problem. So I would hope that we do not resort to government to do anything that is ridiculous. Much of this has to be done by readers and publishers and others but I am hoping that there will be an authority with the possibility of education and the possibility of

support and the possibility of encouragement and coercion when this is over.

THE CHAIRMAN: What you are talking about then really is an authority, to use your words, which would be ongoing, charged primarily with the function, not only of implementing those segments of our Report whatever they may be, but are acceptable to government but as well to act as a co-ordinating body among the various groups which exist within the framework of the literary structure of the country.

DR. KIDD: Yes.

THE CHAIRMAN: I note that you suggest that it would be ideal if it were some form of a national authority rather than just a provincial type of authority. On the other hand, I think our responsibility, if we do come to this kind of recommendation which I think we have to give some consideration to, of an authoritative body, we are, of course, limited to the extent that we are reporting to the Government of Ontario. On the other hand, as we have indicated many times, we can make recommendations which we think will have to have a national flavour to them because after all we are Canadians. Some people may have recognized that. We are and we tend to think of things in terms of the country but I think this discussion with you has been very helpful to me because I have been with my colleagues struggling with this.

I do not like to see the proliferation of bureaucracy or of government where the it gets the more faceless it becomes and I do think that there is an enormous lot of responsibility upon the people who are engaged in these various segments now, the authors, the publishers -- all the people involved, the educators, to make an effort themselves to begin to work in a much more co-ordinated and much more realistic fashion than they have. But, in any event, I am going to recommend to my colleagues that we take your brief and send it, not only to the publishers who are in business in Ontario, which is 99 per cent of English-language Canada but also cable firms and some others because it is good reading and it might provoke some ideas that people can use in a very good way. After all, that is the essence to produce ideas and concepts which can be translated into reality.

So, with your leave I would like to recommend this to my colleagues. We might come back to you from time to time to have further discussions of various kinds on your brief.

DR. JEANNERET: I was going to say that one could talk for hours about it but there is no point.

THE CHAIRMAN: Well, thank you very much, Dr. Kidd.

DR. KIDD: Thank you very much and

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I am at your disposal any time.

SUBMISSION OF COMMUNITY RESOURCE CENTRE

THE CHAIRMAN: I am a graduate of the Windsor College, an Alumni of Assumption so I have some idea of your terrain.

Now, I think that possibly we could begin this discussion by saying we have read your material. I do not think you have to go over the material with us in this particular matter, I think we understand what you are going to do in Windsor. We understand why you are in Windsor and I think we understand the opportunities and things that are there to challenge. For myself I can understand the frustration with the Industrial Development Bank which has, of course, been retreating behind a wall of I don't know what, but whatever its initial purposes were it appears at least that they are very unresponsive to people who really want to get into business in this country and when they do lend money they take it at a rate which is superior in terms of money or payment.

Now, you must understand that we, as a Royal Commission on Book Publishing in Ontario, are only in a position of making recommendations to the Provincial Government. If they accept our recommendations that is one thing,

but if they reject them, that is another. We have no executive authority. We could not say tomorrow, for instance, that we could recommend that the Ontario Government should give you a loan at this time. If we make recommendations on this point at least, we would have to do so on a broad base.

MR. JAMES: There was no intention on our part to ask you to do that.

THE CHAIRMAN: However, I speak for myself, my colleague can speak for himself but in terms of the activities that you want to get into here that have real cultural benefits which can be brought to the community, it seems to me as well that this is virtually the kind of activity that should well be considered by the Secretary of State's Department.

They have been flashing money all over the country for all kinds of projects which are quite clearly not worthy, less productive, and for far more substantial amounts than you are looking for to help you get you off. I wonder if you have made any representation to them?

MISS JACKMAN: We sent a letter to them and they rejected our project. Then they had second thoughts about it because of our relationship with the French community. As I understand ---

THE CHAIRMAN: Is that a condition upon which they will grant money in the country?

MISS JACKMAN: If you have relations with the French-Canadian population? I think that is a capital word, as far as they are concerned. We are involved with that.

MR. JAMES: If I might just clarify, you have read our seven-page brief that was the very first brief we sent you and since that time we have been sort of looking for funds.

THE CHAIRMAN: You are in business?

MR. JAMES: We will be opening on December 2nd and will be trying to get more funds to keep us going, but we are definitely in operation. Since the seven-page brief, we are just getting it off the ground. I think one of the things we would like to stress -- in our second brief we have tried to be very emphatic about the fact it is not just a matter of funding the publishing companies, but getting more access to the material along the

bottom of the commercial outlets, like how to get it so that it is financially feasible for a bookstore to start stocking this because, now through distribution companies, it really isn't that feasible. They can sort of stock the American stuff coming in from across the border which is just that much more gravy for American publishers, like, they can afford or can offer books that much more cheaply than the Canadians can. I think one of the main things we have tried to set out here is that there be financial assistance, along the subsidy line, in terms of getting new businesses started in these community centres so they can become economically viable themselves, like, it has to be something that does pay for itself. It is a matter of the government giving encouragement to this sort of local enterprise to start out. As it is now, we got our support just on an individual line from people in the community with very little government support. But in terms of money, there is very little from the government. I think there should be definitely a leadership role taken by the government or federal agency along this line to make it so that it does become sort of a status quo position where Canadian material is being sold as a matter of fact, instead of a special section for Canadiana.

THE CHAIRMAN: How have the Canadian publishers responded to your requests for material or credit, or whatever?

MISS JACKMAN: We had one meeting with a sales representative of Hurtig, University of Toronto Press, Anansi ---

DR.JEANNERET: I am very interested in that.

MISS JACKMAN: He said he thought considering the nature of our project these publishers would extend us credit longer than thirty days and because specifically we were trying to get in and he was very helpful and went through different catalogues and told us about what was available and so on.

DR. JEANNERET: Some publishers are more adventurous than others. I wouldn't reject the wholeprogram on what he told you, on what Gord Garnett told you.

MR. JAMES: We have tried to extend our line of credit so when you order a book, how long does it take when you get a return on that book and so on? How long does it take before you even have to pay for the book? Especially the smaller publishers like New Press have been encouraging us along this line.

DR. JEANNERET: It is a very complicated sort of picture you have presented and maybe you have made it more complicated than it is, but for us to judge in any way you are talking about setting up a bookselling business basically in a community that you allege is under-served, as far as bookselling is concerned. I think they have got

nine stores of one type or another, or outlets, and just exactly what we can do to help here without merely helping perhaps you take business away from existing booksellers is a hard question to answer. I am not in any sense pre-judging your request here in saying that. I am not clear from a practical standpoint just how you are going to upull this thing off on the budget you have written. I have to worry about four bookstores myself and I don't see where your budgeted investment in inventory, just how you are going to carry that inventory. You have made no provision for what I can assure you will be considerable write-down of that inventory as you go along.

MR. JAMES: We really have the SCM bookstore, which you probably know, which is one of these things where we try to develop our book ordering in terms of the university market and have professors ordering their books through our store and it is going to be very important to us.

DR. JEANNERET: That will chiefly be 20 per cent discount. I positively guarantee you will go broke on that. All your educational business is 20 per cent discount.

MR. JAMES: You see, a lot of books are being ordered now which are not in the textbook fashion, especially Arts, where you get the paperbacks.

DR.JEANNERET: This is very true, but if you are going to give a comprehensive service

to the community, at least three-quarters of your business will be at 20 per cent discount.

MR. JAMES: I don't expect we will operate at a loss on our textbooks. I know SCM makes quite a bit of money.

DR. JEANNERET: Maybe they don't carry them on the same basis. Let's not get lost in details here.

THE CHAIRMAN: What you are suggesting to us is that we should give some consideration to how a similar kind of undertaking such as yours can be assisted in getting started in the various communities that can support such a thing.

MR. JAMES: I think we will stress the Canadian content and if you have some sort of assurance that they, in fact, will be pushing Canadian material, I don't see how helping the publishers out is going to solve the problem if you are not getting through to the retail outlets.

DR. JEANNERET: When you say pushing Canadian content, I am looking for a precise statement of policy on this and I am not sure I understand your intentions. You mean to say you are going to turn your books back on new books to make a profit on 40 per cent discount with American quality paperbacks in order to carry Canadian material?

MR. JAMES: I don't think that contradiction will be there.

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DR. JEANNERET: You are going to have to pay attention to what is profitable or you are going to go under.

MR. JAMES: Oh, yes. The number one priority is to make money and it must make money. It is a matter of sorting out Canadian material rather then being bound by it. We have a 40 per cent guideline for our Canadian material and we are not turning our backs ---

DR. JEANNERET: I can give you a list of 1200 books in print and I can bet you wouldn't order 30 of them.

MR. MacDONALD: I think it is a case of public education, like, initially we would probably be inundated by some of these titles but if we establish ourselves and gain a reputation as the bookstore in Windsor for Canadian books, I think there is a possibility that we can be known as Canadian in Windsor.

DR. JEANNERET: You are definitely right in that we need more bookstores and they must be strategically placed in the province.

MR. JAMES: Not just on a commercial line. Obviously American books will have a much greater draw than Canadian.

DR. JEANNERET: But you have got to be commercial.

THE CHAIRMAN: I agree with the second part of your point, Mr. MacDonald. I think it is commendable that you are taking a Canadian

slant and I think it can serve a very useful purpose. We are interested to see how you make out. Where is your shop going to be?

MR. JAMES: It is on Sandwich and Mills, just at 3210 Sandwich.

THE CHAIRMAN: You are on -- I know where it is.

MR. JAMES: The grand opening is on December 2nd.

THE CHAIRMAN: There used to be a confectionery there.

MR. JAMES: It is right across from where the confectionery was.

MISS JACKMAN: It is right near the D.H. and the Canadian Imperial Bank of Commerce.

THE CHAIRMAN: "D.H." is Dominion House, isn't it? The Dominion House is a pub. The pub is becoming, at long last, a very acceptable and highly attractive Canadian tradition. Why not?

DR. JEANNERET: You knew that but I didn't.

We wish you good fortune in your enterprise. I don't know what we can do otherwise.

THE CHAIRMAN: We can take your suggestion.

MR. JAMES: Thanks a lot.

THE CHAIRMAN: Thank you for coming.

SUBMISSION OF MRS. MARGARET TYSON

THE CHAIRMAN: Now, Mrs. Tyson, we are glad you are here with us. You have come all the way from Peterborough today, did you drive?

MRS. TYSON: I don't know how to drive.

THE CHAIRMAN: You should be able to drive.

MRS. TYSON: I don't like polluting the world my children are going to inherit.

DR. JEANNERET: Did someone else drive you?

MRS.TYSON: No, I came by public transportation.

THE CHAIRMAN: How many children do you have?

MRS. TYSON: I have two girls, 4-1/2 and 3.

THE CHAIRMAN: We have read your brief and we found it most interesting and extremely well put together.

MRS. TYSON: Thank you.

THE CHAIRMAN: Perhaps you can tell us the main points you want to make in relation to your children and books. I am sorry our colleague, Mr. Camp, is not here because he is enormously intested in children's books and the problems that you raised, not that we are not, but

he has a particular thing and I think he will be disappointed that he was not here also. Can you tell us what the main points are?

MRS. TYSON: Well, to follow the order of my brief, the first problem I dealt with was advertising and I think the foreign companies can put so much money into advertising that the masses do not realize that anything but foreign books exist. I would never suggest that Canada restrict importing foreign books. I think the laws of the United States and Britain are narrow-minded and I would never suggest that we adopt anything similar.

I do not see why we cannot set the rules in this country for the marketin g of books to make sure that the Canadian books that do exist stand in the stores side by side with other books. That is not unreasonable at all and, in fact, I would say it is a true free enterprise because I, as a consumer, go into a store and compare and choose what I want. If the Canadian books do not even get into the store, how can you possibly say that they are competing?

DR. JEANNERET: This is decided by the bookseller, though, is it not, Mrs. Tyson, which books he is going to show, which books he is going to invest his money in and carry in his inventory? He tries to make his mind up on the basis of profitability.

THE CHAIRMAN: That is, if it is a bookstore. If it is some other place other than a straight bookstore somebody else is making the decision.

MRS. TYSON: I do not think it is entirely decided by the bookstore because I think that the American corporations control distribution.

DR. JEANNERET: You say it is or is not?

THE CHAIRMAN: She said the American firms control distribution.

MRS. TYSON: I mention in my brief my trips to find the book "Folk Songs of Canada" by Edith Fowkes. The bookstore people say to me,

"Well, how can we get hold of this book?" and I said, "Well, it is published by a firm in Waterloo, my own province, 200 miles away". After three months of dealing with the ordering personality in the store I spoke to the manager and he said, "Oh, I will phone the library and find out the address" and he wrote to them. I probably would have got the book more quickly by writing myself but I decided to persist and make sure they find out where the Waterloo Music Company was.

DR. JEANNERET: They could have found out from the catalogue.

MRS. TYSON: Apparently it is not in any of the catalogues. He ordered several copies besides the one that I ordered and they are selling. This is a regular book order for the bookstore. There is another set of books that I did not mention here. It is a series published by the Brunswick Press in New Brunswck called The Beaverton Books, traditional fairy-tales, Grimm's, Anderson and others, are printed in tiny booklets at ten cents each and they really are better than many of the 50 or 60-cent American books that you see in Woolworth's or the super-market chains or something like that but I have never seen those in bookstores, never. They are only ten cents.

DR. JEANNERET: I am sure in this case the Brunswick Press, while they might be to

blame for some lack of imagination in their marketing--

MRS. TYSON: But can they afford to? Can they afford to get involved in the distribution and advertising?

DR. JEANNERET: Those books are not advertised, those books are sold and they are sold at discounts that are attractive to the chain stores and the like and the chain stores decide whether they will carry them on the basis of salability. I am not sure at whose door to lay the blame in a case like this.

THE CHAIRMAN: What you are doing is pointing out to us, though, that there is a deficiency in the whole system. Canadian children's books just do not seem to get the advertising that they need and they do not reach the public consciousness that they exist and they do not seem to be carried in the bookstores when there are all kinds of them that are available.

MRS. TYSON: Yes, my husband and I lived in England for seven years and I know that an English mother can go into any bookstore and find many books about any topic. If she has a topic she wants to discuss with her child she can get a book about it but the publishing companies here do not serve the Canadian public in the same way.

DR.JEANNERET: You are comparing the publishing houses here with those in Britain. There is a very big difference between here and

England. The bookstore has a totally different relationship to the publisher than the bookstore in Britain has. In Canada you could go into the public library perhaps and find a reasonable assortment of materials. In Britain the public library buys from the bookseller and so you have a much more profitable and successful and widely distributed bookselling community in England than you do in this country.

MRS. TYSON: Would that not be something that we could consider? I realize that the bookstores have a much sounder financial base from which to work and if they were, for example, the middle-man in ordering books for libraries and schools and so on, then you could insist that they stock a certain percentage of Canadian books and that they be on the shelf. It has worked well in Britain, I think.

DR. JEANNERT: You are coming very close to describing what is known as -- well, the Order-in-Council lowered the Bookseller's Education Act in the Province of Quebec, one of the most controversial bits of legislation in recent years, but independently you have come to almost the same thing.

THE CHAIRMAN: What happens as I see it is that in a country -- and there are many countries like this -- where the state or the educational authorities or the libraries, public libraries, either buy because they are

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required by law to buy through a bookseller or they have done so as a matter of practice since the year one and still maintain that practice, what you have is a system of thriving booksellers. They are bookstores in a completely different sense than we have them, for example, in English-speaking Canada. For example, in English-speaking Canada we have not had this tradition, there has been direct buying by the authorities, educational authorities or otherwise at whatever level directly from the publisher so there has not been this financial support of the bookseller.

Now, what is happening in Quebec, as Dr. Jeanneret is pointing out is, that the Quebec Government is attempting to bolster, if you will, the booksellers by laying down laws which require that where public money is used by the institution for the acquisition of books they have to be through accredited booksellers. In Sweden at this time they are considering removing the acquisition of books by educational institution through booksellers and getting them from some central authority. If they do that it will mean the destruction of many of their bookstores, they will be removed, but the fact is that we are aware of these different systems and we are concerned, all three of us, that there are insufficient book-stores in Ontario, particularly in the communities that are not very large, some of them do not have any at all, and that there should be

opportunities for people throughout the entire province to be able to buy books and also go into bookstores that have the kind of display that you are interested in. But how we come at it or if we can deal with it, is a nice question. What you are doing is quite proper: You are pointing out to us that in England and really elsewhere a person who wants to purchase books can find in a bookstore the kind of array of books that should be there and that you do not find here and the system is, therefore, better.

MRS. TYSON: I think ours could be better in that we can distribute books. I am only stressing making sure our marketing policy gives Canadian books a fair advantage. I do not think it is unreasonable or not free enterprise or these other arguments that we seem to get from foreign corporations.

THE CHAIRMAN: Particularly when it comes to racks of paperback books that you find in various shops around the country. You would probably say the distributors there have monopolies and they ought to be in the interests of free enterprise required to carry a certain amount of space which is allocated for Canadian publications. Is that the kind of approach you are thinking of?

MRS. TYSON: Yes.

DR. JEANNERET: Would you establish a quota?

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MRS. TYSON: Perhaps that would be the way to start, because when people find out about these books, they do sell. I know that these children's books that I have described here, I gave a person some birthday presents and my friends say, "Where on earth did you find this book?" and they tell their friends and they go out and buy them but Canadian books are sold by the word of mouth pretty much, not by the thousands of dollars through advertising for something such as the Dr. Seuss books. I am still getting advertising for the Dr. Seuss books.

THE CHAIRMAN: Just as an interest on that other matter, what is your background? Were you a teacher or librarian?

MRS. TYSON: I was a teacher. I taught for two years in Toronto and two years in England.

DR. JEANNERET: I think on the question of advertising I must make an observation and that is that you have to realize that apart from national advertising, where publishers advertise in the New York Book Review or something of that nature, the advertising as such does not play the part that perhaps you assume it does. You do not see that much advertising of children's books. You mentioned Dr. Seuss but I do not remember whether you received advertising on it. Did you say you did?

MRS. TYSON: The minute you have a

baby you are inundated with advertising from American corporations.

DR. JEANNERET: Book clubs chiefly or things of that nature. Otherwise they could not afford to do direct mail advertising.

MRS. TYSON: And educational works as well. They play upon the parent's -- they say that the child will be a great reader if he reads Dr. Seuss.

DR. JEANNERET: Well, Dr. Seuss books are frankly children's classic not because of advertising, they are recognized as such internationally. I am not holding them up on a higher plane than good Canadian materials at all but I could not agree with you that they are not worth reading. You could criticize Lewis Carroll if you wished in a different way and say they were nonsense and so on but I think perhaps you over-emphasize this advertising side of it because I have watched over quite a few years, a very great number of years I regret to say, every kind of effort to develop Canadian children's publishing and apart from the school book field it has been the story of one disaster after another. Now, it is easy for an outsider to say, "Well, if they only marketed, if they only advertised" or did something or other.

The fact is that every trick has been tried that I can possibly imagine. Some have succeeded.

We have a very interesting presentation by Gage's on their attempt to develop collections of children's stories, and the problems that they encountered were really very difficult.

I would say they were insurmountable, most of them. I am very sympathetic with everything you have said here and I don't quite go along with the advertising being the key to it. You have to pay for advertising out of sales and the sales posibility for children's books in this country is very low. I don't think averages mean very much but book after book written for children will sell a few hundred copies only in the course of a year across Canada. The saving grace is that it becomes very stable and it goes on selling over the years.

MRS. TYSON: Some of the books, though, that I read as a child, for example, the Just Mary stories ---

DR. JEANNERET: Mary Grannon.

MRS. TYSON: Yes. I enjoyed those so much.

DR. JEANNERET: I wonder -- why do you think they are out of print? If they are out of print, the reason they are out of print is that W.J. Gage has not been able to sell enough to keep it in print.

MRS. TYSON: I understand the reason Mary Gannon went off the air was ---

DR. JEANNERET: That result is the same.

THE CHAIRMAN: Do you think that because she went off the air that interest in these books diminished and ---

DR. JEANNERET: It is an economic problem, a problem in the marketplace, to a large extent. There is an element of truth to what you are saying.

THE CHAIRMAN: If people were able to advertise, they would get the return and then the volume of sales would be much higher and the availability would be much higher. As Dr. Jeanneret points out, the economics of advertising are a very difficult question but if they could advertise, it would be great.

DR. JEANNERET: I think perhaps part of the problem would be answered if a much strengthened national book review medium had a section devoted to children's books and came to be recognized as a standard source of information on a widespread consumer basis to the libraries and booksellers and parents. This would help a great deal.

MRS. TYSON: And its promotion too.

DR. JEANNERET: There is no organized reviewing of Canadian children's books in this country.

MRS. TYSON: In fact, I was wondering if advertising couldn't be put to work. If, for example it was limited to newspapers and periodicals only then you could argue they would reach the reading public that way, then the newspapers and periodicals could divert funds to reviewing books or perhaps, as I suggested, a

monthly children's magazine, or something where ideas would have a chance to work and develop.

DR. JEANNERET: But watch out for advertising. An ad the size of that (indicating) in one of the daily papers would require a larger sale than the average Canadian children's book does in one year to pay for it. I make that as an assertionanand I think I can support it. It is roughly true.

MRS. TYSON: For something like the Dr. Seuss books, for example, they spend a lot of money on advertising, they really do.

DR. JEANNERET: With respect, I think it was the general acceptance of those by librarians and reviewers that made them popular. I think I saw it on Mulberry Street and so on.

THE CHAIRMAN: Can we do that, the advertising point has been made very well. I think you have one or two other points you want to direct to our attention in this brief, do you not?

MRS. TYSON: I did make a few suggestions about children's books emanating from poetry and painting that has documented this country's landscape. I think there are real possibilities. I have certainly found it so with my own children.

THE CHAIRMAN: You say:

> "If the newspapers of this province could be officially encouraged to pool their resources

they could develop a top quality magazine staffed by experts and flexible enough to accept contributions from individuals, and distribute it monthly with the newspaper. This could be a forum for continual experimentation and for participation by the general public."

It is very likely, is it not, that such a publication would have to be supported by advertising?

MRS. TYSON: This is why I was saying if advertising was limited to newspapers, this might provide -- for example, the money Dr. Seuss puts out mailing all his brochures to me, if it were to go to the newspapers ---

DR. JEANNERET: The only medium I can think of that does this was the Canadian Red Cross Junior, which did this.

MRS. TYSON: We had it at school.

DR. JEANNERET: It was the only outlet for writing for children in the country then.

MRS. TYSON: There is a publication called the Junior Naturalist which I have not been able to get hold of a copy because I do not subscribe to it. I suppose I will have to, as usual, buy a subscription before I see it, but, for example, a magazine might have a science section, poetry section, story section, painting and so on. I think that ---

I am not very happy with the Canadian Magazine but Canadian Homes is quite good. I thought if the newspapers were to concentrate on the subject of children's literature and subjects of interest to children, they might produce a good magazine for children. If it were distributed with the newspaper as these weekend magazines are, then it would reach the masses of the people. Being a newspaper, it would be an inexpensive form of experimentation, rather than publishing a book which is expensive and a great amount of work. This might be a place for us to start.

DR. JEANNERET: I think the volume factor makes it a very expensive one. I want to reiterate what the Chairman said, that this is a very thoughtful presentation, very good.

THE CHAIRMAN: I think the best thing you could do with this, we will take it under consideration because we are working on what we want to say eventually. This is the kind of approach we might draw to the attention of a firm like Weekend Picture Magazine, which is distributed across the country. Some newspapers might capsulate it down. Their office is in Montreal.

MRS. TYSON: Would it be possible to work through Montreal, because I thought publishing was a provincial matter.

THE CHAIRMAN: I am trying to make a suggestion which may or may not be practical for you, but I am suggesting we might

give your idea to a particular newspaper, publication, and that is called Weekend Picture Magazine, and it is an insert in, of the kind you have been talking about, every week in, for example, here it was with the Telegram and now it has gone over with the Globe.

MRS. TYSON: The Globe has got the Telegram TV section.

THE CHAIRMAN: If you are going to pursue it, this is the kind of area to draw to the attention of a publisher who has a nationwide newspaper or quasi-newspaper distribution. That is what you are talking about here.

MRS. TYSON: I wasn't really, because I would hate -- what bothers me most about American books is that they are so bland. There is something bland about the characters in them.

THE CHAIRMAN: In what books?

MRS. TYSON: So many of the American books.

THE CHAIRMAN: We were talking about Canadian books.

MRS. TYSON: I don't want to see -- I want to see Canadian children's literature reflect the diversity of this country. I would hate to see us try to develop the all-Canadian child's storybook. I would like to see books reflect the regional character, cultural, geographical, historical of each area.

DR. JEANNERET: I would seriously

recommend, Mrs. Tyson, and this may seem almost impertinent. I think you should consider doing some sort of this writing yourself. You may have already tried it. If you are right, you will succeed. Don't go too far, but if you are wrong, you will find out and learn as you go along what the problems are, but there are publishers there who will publish this material and you can feel your way as you do it. I think this might be a very good outlet for you and a useful one, perhaps, for the community. It is hard to say, but I mean it is worth trying. You write very well.

THE CHAIRMAN: That is an opinion from an expert.

DR. JEANNERET: No.

MRS. TYSON: The kind of thing I would like I think requires a certain amount of official interest. I would like to see the Department of Education, as I mentioned in my brief, develop or relate us to the world around us through literature and art that has been inspired by the world around us. I don't think this is true.

DR. JEANNERET: I think the Department would be able to demonstrate that this is what they have been doing all this while, as you have just described it.

MRS. TYSON: Oh.

THE CHAIRMAN: You might not agree with that.

MRS. TYSON: Not for pre-school children. They seem to have neglected the field or area of children's books for those children under six. This is what is worrying me now because -- such books as the Dr. Seuss books and science books and so on, are put out in the United States which are really courses in sets. You progress from the ABCs to more progressive books to help the child to read. The Department of Education has not been in that field all this time and I don't see how in Ontario we can cover that field. I don't think there would be the resources to do it.

DR. JEANNERET: You are getting down below the level of concern of the Department of Education, especially by definition, if you say pre-school.

MRS. TYSON: Yes, except the influence of children's books is undeniable and I think children in this country grow up without any real sense of identity. Friends of mine still go and buy a straw hat with flowers on it for Easter because they think they should be in the Easter parade, or something, and there is never one at Easter in this country. We should have a Maple festival at Easter. There is no celebration at Thanksgiving for Canadians. We are supposed to be thanking for the harvest and not the arrival of the Mayflower. Christmas is important to Canadians because we need all this colour, togetherness and it is such a dark time of the year.

DR. JEANNERET: Well, there have been books published in these fields. You take Christmas, Christmas in Canada by Dent's I had to look it up last night for my wife to find out something exactly of the kind that you are talking about but it is out of print I understand.

MRS. TYSON: This is why --

DR. JEANNERET: But why is a book out of print? Not through wish of the publisher.

MRS. TYSON: It has never been in the bookstores that I know of. I would notice it if it had been.

DR. JEANNERET: It is out of print.

THE CHAIRMAN: Mrs. Tyson, I think that what Dr. Jeanneret said to you is good advice, that you should get involved in this aspect of things. We will be dealing, I think, with some aspects of the publishing of children's books and the creation of them in this country. What you have given us will be useful material for our consideration. It is not a subject that we are unaware of. We are concerned about it so what you have said will be of value.

I agree with my colleague that what you should do is to get into this field.

DR. JEANNERET: Could I add a footnote? This is forecasting the future but we have procured a background paper from Shiela Egoff of

the Library School of the University of British Columbia on children's reading in Canada and that paper is one of the finest papers on the subject of children's reading that I have ever read and I think you will read it with great interest when it is available, in due course.

THE CHAIRMAN: And before it goes out of print.

DR. JEANNERET: Our Reports, sir, never go out of print.

THE CHAIRMAN: Well, thank you very much, Mrs. Tyson, for coming. It was a very well prepared brief and your concern to put that brief together and come and talk with us on your own time is very commendable and we appreciate it very much.

MRS. TYSON: Thank you, I was really doing it for my children.

THE CHAIRMAN: Well, a little bit for yourself, also. Thank you very much.

---Luncheon adjournment.

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--- The hearing resumed at 2.00 p.m.

THE CHAIRMAN: We are very glad to have both of you with us. We have read your brief. I wonder if you would tell us the main points you would like to make. If you would do that we would be obliged.

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MR. SKVORECKY: The main points in the brief are mainly because there are many Czechs and Slovaks living in this country.

THE CHAIRMAN: How many do you think live in the country?

MR. SKVORECKY: I think in Canada about 40,000.

THE CHAIRMAN: And do the United States have very many?

MR. SKVORECKY: It is very difficult to make an estimate. There may be a million and a half but, of course, most of these people are older immigrants and do not speak Czech any more.

In 1968 there were about 80,000 newcomers from Czechoslovakia. A lot of the reason for their decision was that we wanted to give these people who are used to reading books which they could read, because reading books is an old tradition in Czechoslovakia so we wanted to give them good books written by contemporary writers.

In 1968 we had a number of excellent

writers and because most of them are at an age where it is almost impossible to learn a foreign language very well, they wanted to be read in Czechoslovakian. If they know their books will be read in Czechoslovakian, they will write. So, that was our second purpose to give this to writers, to give them an opportunity to publish and thereby to help the Czechs.

In order to do that we decided to start this publishing house. We want to sell these books in Canada and the rest of the world. There will be a lot of mail order business because there is not a large concentration of Czechoslovak persons anywhere except in Toronto and they will have to be reached by a mailing list.

So, we have first printed a booklet which maybe you have seen in which we described our names and also the books that are on our list and the initial response of that book to which we send out about 4,000 or 5,000 copies, the initial response has been quite good because by now we have about 2,000 authors and the book is not yet out. It will be out next week.

DR. JEANNERET: Where are most of those authors from?

MR. SKVORECKY: My wife keeps this.

DR. JEANNERET: I mean, what part of the world?

MR. SKVORECKY: I think most of them are from Canada and the United States and

West Germany. There are many Czechs there too and from Australia. There are a few from Britain.

DR. JEANNERET: How many were you planning to print with the $7,500 that you have earmarked?

MR. SKVORECKY: We will print 5,000 copies.

DR. JEANNERET: I made a fast calculation here and it is a very rough and crude one but you are giving a normal bookseller's discount and so on?

MR. SKVORECKY: No, we are not.

DR.JEANNERET: You are not giving a bookseller's discount?

MR. SKVORECKY: We have a lot of friends, some in Germany and some in Australia who are ready and willing to distribute the books for us. I think the discount there is lower than on American books because we wanted to bring out a book as cheaply as possible because we feel that the Czeck students will buy them.

DR.JEANNERET: It is a hard way to make success in book publishing to cut out discounts. In the long-run you are going to have to reckon with the patterns of distribution.

MR. SKVORECKY: Well, by now we have had some experience and we think our next books must be priced a little higher. The first book we have had published is quite well known. It has never been published in Czechoslovakia

so I might say perhaps it is a notorious book.

DR. JEANNERT: What I was going to say and it is not relevant if you are not giving a discount is, that costing it out on the basis of a normal bookseller's discount and disregarding overhead totally which you cannot disregard, I figure that you had to sell 5,300 copies to break even.

THE CHAIRMAN: How many did you figure you had to sell?

DR. JEANNERET: Well, he is not giving a discount.

MR. SKVORECKY: Before we have to sell something like 3,400 to break even.

DR. JEANNERT: It depends on what you mean by "break even".

MR. SKVORECKY: Well, we are doing this voluntarily, we do not draw any payment.

THE CHAIRMAN: In any event, this is what you are doing and you are doing it your way and you hope that it will begin a pattern of business for you?

MR. SKVORECKY: Yes.

THE CHAIRMAN: What is your next production, have you got something going, another book?

MR. SKVORECKY: We have several manuscripts so our next production should be another well known Czech writer. There is another one about the Israeli-Arab war in 1948. I

think it is a very powerful book and then we want to publish a book of memoirs by a very distinguished Czech actor who has now been and has been in the United States since 1968. He had to leave the country and go to the United States. I am sure this will also be very interesting among the Czechs.

I might say in Czechoslovakia if you asked a schoolboy who the Prime Minister is he very probably would not know but if you ask him who Mr. Voskovec is he would know because he is well known. Another manuscript which I think will be quite successful are the memoirs of Heda-Margolius-Kovaly who was the wife of one of Rudolph Margolius, one of the 11 executed victims of the Slansky trial in Prague. As a Jewshe spent the war in Auschwitz and other camps so this is a very famous book. After each chapter there is a chapter written by a prominent Czech philosopher who teaches philosophy in Boston. We are hoping that we will be able to also sell this book to western publishers because we are the agents for most of the authors which have been released.

DR.JEANNERET: I think your object is wholly commendable especially in the field in which we are so much intersted. I do suggest that your whole basis of costing and distribution and so on is going to have to be rendered a great deal more realistically in the future or you will suddenly be in the condition of a great

many other Canadian publishers, or worse.

MR. SKVORECKY: We are thinking of putting a higher price on our books. We realize it really takes very much more to operate and then there are additional costs like postage and distributing and we will certainly have to put a higher price on them.

DR. JEANNERET: This is more than a plea to raise your price but to think in the terms of the whole system of distribution you will have to do some very careful budgeting some distance into the future to your program or something like that and see exactly where your costs will be and what you can reasonably expect in receipts in the course of that time.

I am interested that you have sold as many as you say you have of your first book already. Are some of these simply someone in Australia saying, "Send me 250, I am sure I can get rid of them"?

MR. SKVORECKY: There are Czech newspapers all over the world and we know some of the editors, we know the editor of the biggest Czech paper in Australia who is willing to distribute the books for us. I think he will take 15 per cent and we have an advantage with American publishers, a Czech man who is willing to do the same with us and not charge us anything except the postage.

DR. JEANNERET: You have a

lot of bookkeeping to do, a lot of selling to do and a lot of advertising to do and a lot of bills to pay in the long-run.

We hope that you can make it go.

THE CHAIRMAN: I take it from your brief you wanted to outline, in point of fact, what you are doing, this enterprise that you are starting. I don't see anything specific that you are recommending to us, the Commission, but from the point of view you are embarking upon this enterprise, we consider it to be very commendable and we know, with your long experience in writing and authorship, that you are much aware of the question that Dr. Jeanneret has raised. We think you should be commended for making this submission. It is fraught with difficulty, but all good enterprises are. If there is anything you want to tell us about what we should be doing, do you think -- or any way you think we may be able to help you?

MR. SKVORECKY: Another thing is that before we get our money back, it will take some time, so we would like to send our next book to the printer sometime in February. I am not sure whether we will have the money to get it in on time or not. We were thinking of there were a possibility of some financial help ---

DR. JEANNERET: You are going to have to try and establish some kind of track record to be eligible for assistance under our interim report.

THE CHAIRMAN: Our third report also has certain things to do with citizenship, you see. That also makes it difficult. What you are saying is that you consider, in order to proceed

with your publishing program which you hope to get underway, the next part of it, in February, you will probably need some financial assistance. You had hoped this might be in the area where we might help you. We would have to reserve on that question, if that is what it is you have in mind. We know how you stand. Within the framework of what we can do as a Commission, we are rather limited by certain constraints.

Well, I think what we can do now is to thank you very much for coming and do let us know how you are making out with your publication. We are very interested in it.

DR. JEANNERET: You are Canadian residents, of course, I understand you are at the University?

MR. SKVORECKY: Yes.

THE CHAIRMAN: Thank you very much indeed.

MR. SKVORECKY: Thank you.

MRS. SKVORECKY: Thank you.

SUBMISSION OF THE LINCOLN COUNTY BOARD OF EDUCATION

THE CHAIRMAN: We now have with us representatives of the Lincoln County Board of Education, Mr. John Bassett, I believe you are the consultant? Is that correct?

MR. BASSETT: Yes.

THE CHAIRMAN: Mr. Sheffe?

MR. SHEFFE: Yes, I am a consultant as well.

THE CHAIRMAN: Gentlemen, we have taken a look at your brief and if you would like to touch on the high points you wish to make, what is the territorial jurisdiction of the Lincoln County Board of Education, what recognizable municipalities do you encompass?

MR. BASSETT: I think perhaps it is a good question because I think it is because of the geographical location that our Board and we are interested in this. We are at the far end of the Niagara Peninsula, Niagara Falls and St.Catharines and so on.

THE CHAIRMAN: I went to high school in a place called Fort Erie and every once in a while we would venture out of Fort Erie over into that area and beat the heck out of the football team in the County Seat.

MR. SHEFFE: They haven't done it lately.

THE CHAIRMAN: They carry too much weight in the County. If you could tell us, please, what your main points are?

MR. BASSETT: Yes. We wrote this, as you know, some months ago and since that a great many of the points seem to have been covered very adequately and since Mr. Sheffe and I are still

basically teachers, we thought perhaps this was the area we are most interested in and perhaps most knowledgeable in.

THE CHAIRMAN: If you are still basically teachers, where are you teaching?

MR. BASSETT: In the County. Our job is almost entirely related to the teachers of the ?County, Grade XIII, develop discipline and we take over -- we are not administrators. So, the role of the textbook plays a very important part in our position and in our interests too. My particular field is English and Mr. Sheffe's is history and social studies. In both of these areas, I would think we are bombarded by a fantastic number of books, really excellent books from three countries. If Canada lacks nothing else, she certainly does not lack in the number of books that are made available.

Now, as I said, perhaps because we are in Lincoln County, so close to the States, many people there are more aware than in some other areas of the country, of the very real dominance of American influence. We are ten minutes by car from the border. Until the drinking age was lowered to 18, this used to be the favourite evening sport of people of the County going across the river. I believe this has changed rather suddenly, but I am not sure. It is difficult to find out these things. However, to come back to our point, we are very much aware of this and certainly the parents

of Lincoln County, I think, have not given us a mandate to encourage Americanism in any shape or form through our courses or through our textbooks. This is why we feel the Canadian textbook plays such a very, very vital role. I don't know which is the most important influence in the school. I suppose the teacher is, but textbooks certainly play no small role in the influence on the student and as the student gets to the senior grades it plays a greater and greater role with the different stresses in our courses of study and now so much independent study and things of this nature.

Our main point, I think, was with this plethora of books Canada and Canadian publishers by no means have to present their work apologetically. As far as my influence is concerned, my field of English, I would state unequivocally that our Canadian publishers put out a far better product than either the American or the British textbook publishers. Times have changed and I think it is about time we got a new word to replace "textbook". These are not textbooks really. Many of them can be put on a person's shelf with a great deal of pride. The old idea of the textbook is something rather grim and dull, laden with questions in the back, and this has disappeared, as far as the Canadian publisher is concerned.

DR. JEANNERET: How about classroom books.

MR. BASSETT: This is what I am getting

at. What is a text, you see? The well-equipped classroom now is well equipped with books with paperbacks and once again the Canadian publishers have certainly produced some wonderful paperbacks and especially the New Canadian Library, which is most extensive. Clarke Irwin has some excellent paperbacks. This is the sort of thing, you see, that English teaching is nowadays. I would like to say in some of our better -- many of our classrooms, we have a fair representation of the new publishing houses, and I think this is important if the youngster is willing to stretch his wings, he has got to be able to be faced with new writers. This is what I mean. Maybe the day of the classroom text, 35 copies of one anthology, this is maybe over. So all I want to state is the excellence of Canadian work. I am not -- I feel like a book-seller -- this just came in across my desk and this is by a young Canadian, John McGuinnes. There are some other authors, but I think he is the guiding spark behind it. This is a reading book for Grade IV. It is a magnificent book. It not only is an excellent reader, but he has gone out and made a new approach. It is -- it partakes of the media. It is not just a reading book but out of it I am sure a student -- I have met this fellow. A student can get a great deal of inspiration from it. This is another one (indicating) which was just recently published. This is a Grade VI reading book. There are many, many, many.

I must admit these are published in Canada, but not all of them by Canadian publishers. A great many of these are published by a branch office of both American and English, but my fear is that, from a financial freeze, can the American publishers afford to embark on these very, very expensive productions and will they not be tempted with their vast runs in the States to start either trying to push American books, or perhaps trying to rewrite them? I don't want to get anybody in trouble, so I won't mention the firm's name, but the young lad who was a salesman came around and left this on my desk for everyone to look at and I think this is an insult to be giving a Canadian teacher a book whose first picture is the Statue of Liberty and the title of the first exercise is "American English". I don't like to be critical of other people, their products. The Americans do seem to be obsessed with the idea, when you can replace scholarship with the use of magnificent colour work in their books.

The British seem to have recently gone on a pitch for "I had too much success with the Loneliness of the Long Distance Runner", and every anthology to come out seems to be coloured by this approach. It is frightfully parochial, I think, and if there is one thing our Canadians are not, it is not parochial. What can be done? This is something that honestly, I don't know. Maybe Norm has some suggestions. Some form of subsidy, perhaps. Can I please ask if books are to

be subsidized, that they not be given into the hands of committees to do. They invariably in English, the bad anthology is compiled by a committee. Letters are sent out and you put together an anthology of something and this, to my mind, is not an anthology. An anthology is a collection of works. The editors should have a point of view to present, whether it is short stories or poetry or lectures or what have you. Let us avoid the group work, the committee approach to textbooks. I say this because some of you are probably too young to remember this, but I was brought up on it -- the Ontario Third Book Reader and you know, you think with a great deal of nostalgia if you remember, Tubal Cain and poems like that. I ran across this copy about six months ago and it really is the most dreadful thing. I didn't realize we were brainwashed. I didn't realize.

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THE CHAIRMAN: Do you get some residual harmful effects from this?

DR.JEANNERET: This is where you can trace your sense of values to though, the books that we read in the primary grades and elementary grades have a tremendous bearing.

MR. BASSETT: Tremendous.

MR. SHEFFE: And perhaps some shortcomings, I mean our shortcomings.

DR. JEANNERET: It might be.

MR. SHEFFE: I would like to make one or two comments. We read a brief which was presented to you in an earlier session which I believe was very disappointing. There was one point in it that rather struck us and this was the view that was presented about the way in which publishing for education might be done in the future based on something like research committees going out and investigating. I think John and I are a little bit disturbed at this because we do pride ourselves in being classroom teachers and we do fear that if that occurs the kind of creativity that comes out of the classroom from the classroom teacher would be lost.

DR.JEANNERET: Which brief was that?

MR. SHEFFE: I believe it was the Ontario Institute brief. We believe in teacher-influenced materials and while research institutes are extremely important we are not certain that they

necessarily can produce the best materials. Maybe we should be convinced.

The second point I would like to make occurs to me with respect to the policies of Canadian educational publishers. I have here an exhibit. This is a magazine called "Social Education" published by The National Council for Social Studies, a very large American organization of history and social study teachers. I believe it must have a membership approaching 50,000, so the distribution is very large.

This particular issue, October, 1971 is devoted entirely to teaching about Canadian life and culture and the advertising portion of the magazine is mostly put in by publishers. I think all of the editorial content refers in some way to Canada. There is a section here on audio-visual aids and a long review of NFB productions and so on.

When I went through it looking at the advertisements I found that there was only one advertisement by a Canadian publisher and it was not The Canadian Publisher: it was Holt-Rinehart Winston of Canada and I wondered whether our Canadian publishers had perhaps not been asked to advertise although it sounds rather unusual, and I wondered if they had missed the boat in some way. Perhaps there was some copyright problem involved in marketing Canadian books in the United States that I am not aware of.

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DR. JEANNERET: Not Canadian books but only Canadian books written by American authors.

MR. SHEFFE: So, in that case it would be possible for Mr. Bassett's and my books to be advertised there.

DR.JEANNERET: I think it would but still one has to be realistic. You cannot say that this has to be one issue in a whole series devoted to Canadian society and culture, you must not get it out of perspective. Assuming that 8 or 10 publishers advertise their books if they knew about it coming up and they had been asked and so on, they still would have to have some system of distribution and marketing all worked out just for this one show, this one night stand, so to speak.

I quite agree that they should be represented and their books should be sold but the fact remains that there is not any jamming up of a queue of American publishers coming up here trying to get access to these materials so that they can take them back there and sell them and there would be if this material were that popular there. So, generally speaking, there is a practical problem. I do not say this to excuse the fact that we are not aggressively seeking exports but you are picking a particular situation and the particular opportunity. You need the whole machinery to back it up. Take it the other way around: The first study in the United States in the elementary

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grades, grades 7 and 8 for example in particular in Canada in relation to the United Stats and in North America, the chances are in Circular 14 you are going to read the Canadian history of the United States written by people like you or me, not by Americans. Perhaps rightly so, that is not the point, perhaps rightly so and if the Americans put in a lot of advertisements of their books here, just what would happen? Circular 14 stands between you and them anyway or is theoretically supposed to, whether it does in practice. So, I think we have to see it from both sides.

I am not saying this to excuse anybody at all but I think perhaps it comes to an explanation, I do not know.

MR. SHEFFE: I thank you for the explanation.

DR. JEANNERET: It is not a final explanation.

MR. SHEFFE: I am not entirely convinced but it seems to me that some years ago when the New York Times University Press issued, I saw a U of T press advertisement.

DR. JEANNERET: Well, we have an American branch.

MR. SHEFFE: McGraw-Hill and Ryerson have an American branch?

DR. JEANNERET: Oh, yes. They are there.

THE CHAIRMAN: You mean the trunk of the tree.

MR. SHEFFE: Yes, they published 16 of my books and no advertisements in here so I have a personal beef that I am getting rid of at this particular session.

DR. JEANNERET: This raises the particular question of whether the subsidiary, the branch of the foreign publisher publishes a work regionally it really is publishing it through its whole system. It raises that question. Sometimes it does, not always.

MR. SHEFFE: Could I just move on Circular 14 because we want to make one comment?

THE CHAIRMAN: Please do because we are very much interested in Circular 14.

MR. SHEFFE: We were very pleased to see what happened over the last decade to Circular 14. You recall how small and thin it was and what has happened to it recently in it becoming an enormous publication very glossily printed. I think as teachers we are very pleased to find that the choices that are open to us are much greater than they previously were and yet we have heard publishers say that unless something can be done to contract that again it simply will be impossible to continue publishing Canadian books.

As John says we are not economists and we do not really understand all of the issues

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involved here but I think we would like to put forward a plea to keep Circular 14 in a very large state, if that were possible.

DR.JEANNERET: If it were seriously contracted there would be a teacher revolution surely.

MR. SHEFFE: I hope so.

DR. JEANNERET: I would just ask one question in relation to the brief which, as you say, goes back a littlewhile. You make a good deal of the point and I think very rightly too, that a good deal of the problem has to do with having access to information regarding Canadian publications and as we were saying this morning, I wonder if it would not be helpful if cataloguing were done with the interests of the consumer in mind, rather than the right of the publisher in mind? In other words, a co-ordinated sort of catalogue by subject areas and so on. Have you any suggestions to make on that approach of cataloguing and book lists?as compared with the institutional catalogue of one publisher's publications -- take the topic and cut across all the publishers and make that available?

MR. SHEFFE: I think it would be very welcome. Is that a practical suggestion?

DR. JEANNERET: Oh, yes, it is, I hope. Canadian Books in Print is 95 per cent of the way there. All it has to do is break itself apart now and flush itself out in certain ways and you have it.

MR. SHEFFE: And we could get more than a list, we could get an edited edition.

DR. JEANNERET: Well, obviously this could be computerized, it depends how far you go. It could be refined to a very great degree but it is a question of whether there is this need. I just wanted you to confirm or deny if there is a need for better upgrading of bibliographic information, bibliographic information regarding books.

In reading your brief you say there is.

MR. SHEFFE: I would think so. I would think it is very difficult for a teacher, the mythical teacher in Moosonee for instance to find out what is available except if she happens to be on mailing lists and gets some indices in that way.

DR.JEANNERET: More comprehensive indexing, too, of Canadian books.

MR. SHEFFE: I think that we did want to mention too, that the publication of books in Canada was a very welcome sight.

DR.JEANNERET: That is the sort of thing that we are talking about.

MR. SHEFFE: We wondered whether this might not be a possibility, again it might be very impractical, I think we made a comment here about small newspaper reviews. I wonder if it might be possible to syndicate public reviews

of books in Canada and put those into the small newspapers rather than potted reviews from reporters who are given this as a task?

DR. JEANNERET: It is a thought I suppose, but the trouble is you have a hard time through any syndicated method of getting broad coverage so that you are giving them broadly based information. Journals and periodicals such as Books in Canada, move pretty easily and it is a question of encouraging them to move in this direction and beeome tools of teachers and everybody else.

I have no other questions, your brief is very clear.

MR. BASSETT: Could I just make one addition to what Dr. Jeanneret was asking about? Nobody knows what is going to happen to education in the future but one thing we do know is that it is going to change. It has been changing rapidly and I am sure this is going to keep up.

One of the areas which I am sure is going to expand is innovation in instruction, individual instruction. That does not mean that everyone is going to have one teacher but stress is going to be put on the individual in an effort to provide an easier access to the books and the articles which is going to be of great help. Could you even envisage that such a cross cataloguing could include the media?

DR. JEANNERET: There is no doubt that it could, of course. Anything is possible and this might be a reasonab le direction for it to take. There is a concommitant worry that this trend that you describe might be accompanied by a greater invasion of copyright and it might require a different approach to solve the whole problem.

You know one free copy of every new book and ycu can go to work being your own publisher, practically, for the purpose but that is another issue. No, it is quite flexible, any type of bibliographic service that might be supported.

THE CHAIRMAN: Mr. Bassett, I have noticed fromth this one book that you have produced that this is indeed a Canadian publication and, as you say, it is a first-class one. I note that it is published by Thomas Nelson & Sons Canada Limited. It is really very good. The other one, what did you say about it, do you recall?

MR. BASSETT: No, I do not think I said a great deal about it. It is a Canadian book, I know that.

THE CHAIRMAN: It is really produced by Ginn & Company, Toronto, a Xerox company ad and I want to ask you another question which has to do with Xerox because you have raised it.

It was interesting to me to know that all the text is American, according to the acknowledgements, "Kindly acknowledge permission to print copyright material", and there are close to 100 contributions and acknowledgements. The photographs, of course, are largely Canadian, which is a practice, but I didn't want you to be misled about the text.

MR. BASSETT: Thank you.

THE CHAIRMAN: The Xerox, in your experience in the Lincoln school system, do most of the schools that you participate in have photocopying machines?

MR. SHEFFE: The secondary schools.

THE CHAIRMAN: That is your baliwick, is it, secondary schools?

MR. SHEFFE: All of the secondary schools have copying machines. I believe fewer of the elementary schools do.

THE CHAIRMAN: Do you know in the system, who it is on the County Schools Board who negotiates for those machines or does the school negotiate its own contract for the machines? Do you know anything about that at all?

MR. SHEFFE: I don't, no.

MR. BASSETT: I would guess they are independently bought.

THE CHAIRMAN: Bought or leased?

MR.BASSETT: Out of each school's own budget, but I really don't know.

THE CHAIRMAN: Thank you, we are very interested in the question that has been raised as to photocopying on the broad-base. We think we are aware that photocopying machines hold forth and reign in virtually every educational institution, perhaps not in the elementary schools, but we are very interested in what they are doing and where they are located and who owns them and who leases them. Everybody is very concerned about this. This is something you will have to find out from your own organization.

MR. SHEFFE: We tried once to discuss with a publisher whether or not it could be determined if it was cheaper to buy books in quantity -- if you are only talking about books -- books in quantity to cover the needs of specific articles, let us say, for a classroom or to Xerox them and over a long period of time whether you would be better off to buy the books.

DR. JEANNERET: It is not the moral criterion, I am afraid.

THE CHAIRMAN: What we are concerned about, of course, is that the authors and their associates in the publishing forum, the authors have intellectual property, they have copyright in relation to this effort that they put forward. You are an author and you know what I am talking about (indicating Mr. Sheffe). The works are copied from time to time without anything going to the person who has put the intellectual

property in who is not so rewarded and he is done wrong.

MR. SHEFFE: Our argument, presumably, was going to be that if it could be shown to most people most guilty of this practice that it was really cheaper in the long-run to buy books, rather than to use a copying machine, maybe we could do this.

THE CHAIRMAN: That would be an educational process in itself.

MR. SHEFFE: Indeed.

DR. JEANNERET: The capital value of a Xerox machine is $26,000 up.

THE CHAIRMAN: We just wondered if you have a situation in your own system?

MR. SHEFFE: I believe we have a great deal of knowledge of what is being done with it. We see it in enormous use of Xeroxed material. There is, I believe, a policy enunciated by the previous director -- this was not to be done. Where it appears to occur most frequently is in newspaper materials, I would say, and perhaps the moral question arises here.

DR. JEANNERET: It is least objectionable there, although it is still technically ---

THE CHAIRMAN: People all over the world at the moment in the western world, are struggling with this problem. If you are associated with the publishing industry and authors, they are scratching their heads trying to figure out a

solution which they can negotiate and this is what we are scratching our heads about as well, and we think we have a possible course of action, but in any event, we can leave that question.

Thank you for coming, gentlemen, and being with us. We enjoyed your submission very much indeed, and we are also pleased to know that there are contributions being made by Canadian authors and Canadian-owned publishers to the academic mainstream of the kind that this first book at least demonstrates.

MR. BASSETT: I will look at the second one more carefully.

MR. SHEFFE: Thank you very much.

MR. BASSETT: Thank you very much.

---Recess

SUBMISSION OF THE MIDDLESEX COUNTY ROMAN CATHOLIC SEPARATE SCHOOL BOARD

THE CHAIRMAN: We have representatives now of the Middlesex County Roman Catholic Separate School Board, Mr. E.L. Ennis, Assistant Superintendent, Mrs. Helen Meyer, Library Consultant, and Mrs. Eileen Skikavich, Teacher-Librarian. Now, our usual practice is to have read your submission, so I wonder if you would be kind enough to tell us

what the high points are that you would like to make to us in regard to the brief. Where is your home base, by the way?

MRS. MEYER: London.

THE CHAIRMAN: We have heard of that place before. You have come a long way today to be with us. Did you come down today?

MRS. MEYER: We came down today just on time to come here.

THE CHAIRMAN: We have been running just a bit ahead of schedule, so if you would go ahead and tell us what your main points are?

MRS. MEYER: First I wish to express our gratitude for affording us the opportunity to present out brief. The high points, I think perhaps we could say that we are interested in all our points. Perhaps we could draw your attention specifically to numbers 5, 6 ---

THE CHAIRMAN: I am sure number 5 will attract the attention of my learned friend, Dr. Jeanneret.

DR. JEANNERET: I have already made a note of it.

MRS. MEYER: 4, 5 and 6, I think perhaps are the ones we might want to discuss. Would you like me to go ahead and read them?

THE CHAIRMAN: We know what they are, just give us your opinions about them, and background and how you feel about them.

MRS. MEYER: Regarding number 4, we

feel that some of the material that our children have now perhaps, if it was Canadian, that is, that is not always as superior as something available from another country. This is one of our points.

DR. JEANNERET: Are you criticizing the content of Circular 14 and its restrictive features? If you are, say so.

MRS. MEYER: Well, I don't feel I know enough about this in my area, specialization, first of all. However, it has happened to us in the case of a math program where the math program was considered to be exceptional, doing great things for our children. Because of Circular 14 we feel we have to buy Canadian.

DR. JEANNERET: Addison Wesley.

MRS. MEYERS: Yes.

MR. ENNIS: To confirm the point number 4 does refer to restrictive practices in Circular 14. We feel, as educators, that we should be able to choose the best materials for our children that are available and if they are available in Ontario or in Canada, that is good, but if they happen to be available in the United States, then we feel we should be able to choose them. We can appreciate the fact that there needs to be a Circular 14 and that there needs to be some control over it, but when it comes to specific things such as mathematics, an Addison Wesley versus an Ontario-produced mathematics program, we would like to have chosen Addison Wesley and could not because it was not

on Circular 14, we feel that the Addison Wesley program is superior to the existing program that has been published in Ontario. We could be wrong on that, but that was our feeling and this is our point.

DR.JEANNERET: I appreciate your frankness and I want to be very clear on the problem.

MR. ENNIS: I might add that we did not purchase the Addison Wesley. We followed the rule.

THE CHAIRMAN: There is an opportunity, of course, to make application to go around the rule and there is a procedure for that, we understand. I suppose if you felt strongly enough you could have gone that route.

MR. ENNIS: I checked with the Department of Education on this and I was advised that there had been no application. We found we were caught on this. We preferred to buy the other book, Canadian. We are citizens of this country and we feel we must support the Canadian publication and we should. We talked about this, pride in our country and so on. On this particular issue in mathematics we felt we got caught on our own, whatever you want to call it.

DR. JEANNERET: There is a degree of dilemma about this whole question and I am sure you realize and we realize it is unthinkable, it is unreasonable to suppose all the best materials will be Canadian. I mean, I don't think anybody with

any imagination would assume that automatically but on a purely statistical basis some of it is foreign and I suppose if you want to carry the egotistical idea too far, you would say most foreign except for Canadian weighting and Canadian point of view. You have to weigh that in and so, in any particular case, you have this problem of do we go foreign or do we preserve the Canadian identity and at what price? If you say we will go foreign until there is something good available, the question is, what incentive is there to create anything domestic? I am citing a dilemma. I am not answering it and I suppose you have no better answer either?

MR. ENNIS: No, not really. We would like to think that we don't get faced with this kind of choice whether the choice is Canadian or foreign and both buy goods. We would choose Canadian then, but ---

THE CHAIRMAN: Please do go on. I think that, as far as paragraph number 4 is concerned, it states there a broad principle which in essence it is difficult or impossible to dispute on the other hand. The presence of Circular 14 and certain objectives in this country, dwelling as it does next to the United States, there has to be some sort of yardstick rule or guideline because the judgment in terms of textbooks and learning materials is being made by literally thousands of people in the educational system and the exercise, as I understand it, is to decentralize it to the point where the individual teacher makes the decision.

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Now, do you want to attack No. 5?

DR. JEANNERET: I will attack it, you state it.

THE CHAIRMAN: I think you might attack us by telling Dr. Jeanneret on what basis do you think it is justifiable to say,

" Suggest that Canadian copyright fees should be waived altogether when the material is to be used for educational purposes."

MRS. MEYER: We have an appendix on that. However, we are not suggesting that the author be a loser here. We realize that the author has to have some reimbursement for his work. Rather, we would hope that the government might find a way perhaps by buying the copyright fees for material that would be used educationally or subsidizing the author, some way like this.

THE CHAIRMAN: You think there might be some sort of licence or whatever that the Department of Education might pay as a blanket fee to the author for the use of his works?

MRS. MEYER: Yes. There are authors, of course, who are long dead and the copyright goes on and on in very exorbitant amounts apparently. Steven Leacock was the one source that was to be used at the time of this reader series.

DR.JEANNERET: Are you a teacher

Mrs. Meyer?

MRS. MEYER: Yes, I am.

DR.JEANNERET: Would you have any objection to your best lessons being taped on video cassettes so that they could be used inthe future instead of you?

THE CHAIRMAN: Not that anybody is going to "use" you.

DR. JEANNERET: The principle is there, you see. Are ywe going to stimulate the creation of these Canadian materials that we have been talking about if we claim the right to have access to them without payment to the creator?

THE CHAIRMAN: I think what Mrs. Meyer was just saying is that what they are suggesting is that there be a payment to the author of a fee or for a licence; in other words, you are not in effect saying --

DR. JEANNERET: But it says,

" ... at a minimum amount or waived altogether ..."

MRS. MEYER: We would rather not have to apply this kind of thing and pay copyright fees when we are going to write some material or new material. I think that the individual user, a teaher perhaps, ends up quite frequently violating the Copyright Act and they are perhaps made to feel guilty at times for this.

DR.JEANNERET: Let me draw your

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attention to the fact that is often done by using a Xerox machine but the Xerox Corporation does not allow you to use that machine free because it is a school that is using it. In no way are any of the services that are provided in the name of education provided free because they are educational except when it becomes an intangible intellectual property and the claim is made sometimes and you are, to some extent, making it here. It is the logic of that claim that concerns me.

THE CHAIRMAN: Let me understand what you said earlier. You are amending, in effect, No. 5, by saying that rather than the copyright fee being waived altogether what you meant -- and the amendment should be made to this description -- what you meant was that the copyright be recognized and that the author should be rewarded but that it should be done on the basis where the government, as you put it, might pay a certain amount to the author for an over-all licence to use his material.

MRS. MEYER: Yes.

THE CHAIRMAN: That is what you are saying?

MRS. MEYER: Yes.

THE CHAIRMAN: We can amend No. 5 to that.

MRS. MEYER: We had hoped that perhaps the government might think of something else

too. There are probably other alternatives available but we just cannot see the removal of a copyright fee for the individual teacher or whatever.

MR. ENNIS: I think that summarizes very much the point. In our system the Xerox machine is not a problem for the authors. If there is a violation of the copyright, it is on a spirit duplicating machine. We are different in that respect, we are totally an elementary school system and the Xerox machine might be a greater problem in schools where it is operated by the Board of Education but it seems really what is happening is that the copyright is either being violated or our children are being denied because of the scrupulous nature of the teacher who do not want to violate the copyright so she does not use the material at all.

THE CHAIRMAN: The real fact is that the teachers are using it. The material is there, the copying machine is there and they are using it.

MR. ENNIS: Yes.

DR.JEANNERET: Supposing there was some provision for some very subtle streamline method of paying a fee for the use of such material. In this sense you are suggesting that yourself, perhaps on a province-wide basis. Then perhaps the author's interest could be protected and, at the same time, access be streamlined.

You have to have both, I realize that.

THE CHAIRMAN: In your system do you lease the copy machines, the photocopy machines, or do you buy the ones you use or how do you deal with it?

MR. ENNIS: We have only one Xerox machine in our system. It is rented, it is in our business office, our Board office. The use of it is very strictly controlled by us. Any person who uses it must sign a book indicating what was being Xeroxed and the number of copies. Some of this is budget-controll . but some of it is copyright-control.

DR. JEANNERET: As you say, the Spirit duplicator takes over?

MR. ENNIS: Yes, in every one of our schools of ten rooms or over we have a 3M Thermomaster photocopier which will do individual sheets and then we ditto it.

DR.JEANNERET: And this you do?

MR. ENNIS: Yes.

THE CHAIRMAN: But with your own machine you are supplying 3M material aren't you?

MR. ENNIS: We purchase the material from them, yes.

MRS. MEYER: In summarizing that point, may I draw to your attention, gentlemen, that the subject of our brief is Canadian content and we are concerned that at the present with the copyright fees as they are, the Canadian content is

not getting into the reading sets and so on.

DR. JEANNERET: Mrs. Meyer, you are suggesting in the appendix that the Canadian fees are generally higher than foreign fees?

MRS. MEYER: Yes.

DR. JEANNERET: I wonder how far that generalization holds? I does not hold in my experience of publishing anthologies.

MRS. MEYER: I do not have personal experience with it. However, one of our administrators has had personal experience with it when a reading set was being prepared a few years ago and in every case the Canadian fee was much higher. In many cases outside the country the fee was waived.

DR. JEANNERET: I suppose it depends on the kind of anthology we are talking about. If you were building something in the nature of an elementary reader where you were including some passages of short prose from books published abroad and you wanted it for this particular purpose, the fee might be waived or very low, but in the same book you would be going to Mcmillans or McClelland's for Dick and Jane on. They used to pay $50 if authorized. Now, I suppose they say three times that so you do get a regular scale of fees, but it is equally true that they publish those on a submarginal mark-up basis in this country and that the publisher of poetry, if we are talking about poems, is in a net loss position many times over at this point

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in history on Canadian publishing. So, there is some logical justification I suspect -- and I say this without knowing your particular case in point. It is an interesting question.

MRS. MEYER: We are in sympathy with the author and with the Canadian publisher, very much so, and we want to see something done about it.

DR. JEANNERET: We both want to see more Canadian poetry published if we are talking about poetry.

MRS. MEYER: Yes. Now, No. 6, this one is a point again that was brought up by one of our consultants who had gone to considerable work to prepare kits, history kits, with a group of teachers and they found that these problems existed. There are several problems here,as you see. I do not have,again, personal experience with this. However, I will attempt to answer any questions that you may have.

DR. JEANNERET: Again, the Canada Council has, in one of its pages of progress, this new rights program for reprintings. I make an observation for the record because it has not been made anywhere else yet: One of the things that is holding up the reprintings program in this country in particular and in the United States as well, is that insofar as your ability to sell them to the States is concerned you have to sell them at the price they were originally

published at because of the new wage price freeze on in the United States at the moment, and this stifled certain programs that some of us have in mind.

THE CHAIRMAN: It has been a short stifle.

MR. JEANNERET: It has been a short but hard stifle.

THE CHAIRMAN: No. 6 is straightforward and we notice that you do not make any suggestions to us as to the cure that you pose the problem.

MRS. MEYER: Right.

MR. ENNIS: That is our purpose.

THE CHAIRMAN: We are used to being given the problem without the suggestion but that is perfectly natural.

MR. ENNIS: No. 6(iii) is a real problem.

DR. JEANNERET: Explain it a little, will you?

MR. ENNIS: Yes, the consultant who was involved in setting up these history units, grade 2, she found out that the original letters of Brother Andre who is a Canadian, were owned by the University of Wisconsin. I cannot substantiate the rest of this but they apparently had a department established in that university in Canadian history. I do not know to what extent it will be necessary to go to try to

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recover some of those letters but this history kit was a kit compiled in an attempt to produce primary evidence for children to research themselves.

DR.JEANNERET: You wanted to see some photostatss of letters or something like this?

MR. ENNIS: Yes.

DR. JEANNERET: They were published in the Champlain series?

MR. ENNIS: They may have been.

DR. JEANNERET: Republished by Greenwood without permission of the United States?

MR. ENNIS: They may have been, but we were surprised that the seat of Canadiana was in the United States and these materials were in the United States at the University of Wisconsin.

DR. JEANNERET: That is where the flak was found generally.

MR. ENNIS: I think maybe in 6(iii) we have opened a major problem of what other materials of an original source are there?

THE CHAIRMAN: Their various papers are now becoming a world commodity. Lord Russell, of I believe the U.K., his papers are now lodged at McMaster.

DR. JEANNERET: At great cost.

THE CHAIRMAN: And probably subsequently down the decades there will be some sort of hue and cry from educators that they ought to be lodged in the U.K. To that extent, it is growing very, very difficult to reposses, if you will, some of these historic roots from going down to other nations.

DR. JEANNERET: I don't fully understand the nature of your problem in this regard. Did they not have access even to the material?

MRS. SKIKAVICH: Could I give you an example? Last year I was researching material on the proposed canal in Upper Canada and in my findings Dr. Sherwood Fox, in one of his books, talked about the Canton proposition of their canal from Lake Huron to Lake Erie.

DR. JEANNERET: The Bruce Beckons.

MRS. SKIKAVICH: That is correct. When I tried to follow up that point in order to enlarge upon it, I found [illegible] from the historical library at Western University that the Canton

collection was owned by someone in Detroit and he told me too that they had been trying to get access to the Canton papers in order to find out what was in them and so far hadn't had any luck. Just before I handed my assignment in, I was in the historical collection one day and he said "Do you know the Canton papers have been purchased by the Ontario"-- I don't know whether it is the Museum or not -- you know, it was in Toronto here. It had just been purchased.

DR. JEANNERET: Sigmund Samuel, I believe.

MRS. SKIKAVICH: We had started to discuss rare papers of this type that were not available and he said another problem they were encountering was in researching material on French Canada, that so many of the early documents, letters and so on, were still in France and again they had difficulty at times having access to them in order to further pursue these studies.

THE CHAIRMAN: That simply relates to the historic origin of the beast.

DR. JEANNERET: And also ---

MRS. SKIKAVICH: It was the access to them he was commenting upon and even though they were available, they were very often not available to the scholars. Perhaps people had misused the privilege at times and it caused the owners to say it was a closed door.

DR. JEANNERET: I must make an

observation on what you are saying. It is true that sometimes access is difficult, but this question of whether or not the custody should be in Canada begs this observation and that is that the state of archival preservation and access in this country is nothing like as good as it should be, and I would say, taking it by and large, the archives in the United States or in France would probably be in better condition. I regret this, but working through such programs as the Dictionary of Canadian Biography, I know how true it is. I can't get excited by this problem. It is occasionally true that access is not feasible by reason of the material having not been catalogued or opened or the process having been sold, or something like that. I object very strenuously to private holding of documents and the prevention of access as a result and to the extent you are speaking about that, I agree, but it doesn't seem to me to be a Canadian versus American issue, particularly necessarily. Perhaps it is. I may miss a point here.

MRS. SKIKAVICH: Point three just means, do we gain access to material of historical value in places where we have not been able to gain access to them?

THE CHAIRMAN: Perhaps when Mr. Trudeau is negotiating the removal of the 10 per cent surcharge, he can throw this in.

MRS. MEYER? The emphasis in our system is on children using reference tools,

rather than texts by and large and we feel a need for this type of material to be available.

THE CHAIRMAN: All right. Any other points you wish to make?

MRS. MEYER: Perhaps one that has come to mind just now in number 2;

"We are unwilling to sacrifice quality in content or format for Canadiana."

This relates a little bit to number 4. However, certain types of materials are not appealing to children and yet the Canadian publishers would have the children use this, that is, small print, "I see" books, Canadian books being sold for children's libraries and the margins are small, too much print on a page, too few illustrations and so on. This, we hope, could be rectified in some way. We don't expect that we are going to have expensive colour plates for the children in picture books and so on right away. We realize we have to go through the infancy stage, perhaps, but something could be done perhaps. One example is Wiggle to the Laundromat, which is well illustrated, I think, in black and white.

DR. JEANNERET: Who published that?

MRS. MEYER: This was published by New Press.

THE CHAIRMAN: New Press? There will be others coming, will there not? What else have you got?

MRS. MEYER: You probably have seen this kind of thing before. This is the example of the format that is not appealing to children and yet this is a book primarily for children.

THE CHAIRMAN: What age children?

MRS. MEYER: I am talking about the elementary school child up to Grade X or so.

THE CHAIRMAN: You say it is not appealing to the child because of the format? In other words, the print setup you think should be larger print and more illustrations?

MRS. MEYER: Less printing on a page perhaps, that is, use of wider margins. There is something about that to make the book more appealing.

DR. JEANNERET: I think you are right, but then it would be a two-volume book.

THE CHAIRMAN: There would be difficulty in making ---

MRS. MEYER: I am not suggesting an answer, but just that we have a problem.

THE CHAIRMAN: We would have difficulty making any recommendation on the impact of a book of this kind. You know why?

MRS. MEYER: The cost?

THE CHAIRMAN: What else have you got?

MRS. MEYER: This kind of book ---

DR. JEANNERET: Tell me what is wrong with that? I am interested.

MRS.MEYER: This is a naturalist's

guide. There are very few illustrations, a naturalists guide would imply you would have many illustrations.

DR. JEANNERET: It is very reasonably priced, though.

MRS. MEYER: We are willing to pay a bit more if the quality is better.

THE CHAIRMAN: What you are saying is a book of this kind, ornithologically, there should be inserts so the kids can recognize what they are taught?

MRS. MEYER: Right. We did bring along a good book which we feel is reasonable in price.

DR. JEANNERET: Heavily subsidized by the taxpayers.

THE CHAIRMAN: That was what we are being asked to do on every hand, anyhow.

DR. JEANNERET: This is a case of Queen's Printer publishing it.

MRS. MEYER: Perhaps the government could do more of this for other publishers.

DR. JEANNERET: The publishers want to do more of this for the government.

MRS. MEYER: Regarding format again, this is a beautiful book, colour plates and all, but poorly bound so that in a school library it does not stand up well. It is Oxford.

DR. JEANNERET: Where was it bound, where was it printed, I wonder?

THE CHAIRMAN: Queen's Printer.

DR. JEANNERET: No, no. It is done in Canada by people who actually won a prize for the most beautiful book in the world a little over a year ago for their printing.

THE CHAIRMAN: Elizabeth Cleaver was at the Frankfurt Book Fair when we were there just three weeks ago.

MRS. MEYER: Her books are certainly attractive.

THE CHAIRMAN: I don't think she bound them.

MRS. MEYER: This book, we recognize, it is not made to last forever. However, again the format, too much print on a page and too small.

DR. JEANNERET: I can see that from here.

MRS. MEYER: These books are additional copies of the problem we brought up already.

DR. JEANNERET: You make another point in your brief and it is one we have brushed against several times and I think it is an awfully good one, probably, and that is, to sum it all up in one little sentence:

"That one composite catalogue be prepared and distributed."

Perhaps a series of catalogues, but cutting across publishers and sticking to subject areas is what would be equally useful. We have been asking ourselves is there any way to ensure this being done?

The individual publisher does not do it, a coordination is necessary from the consumer standpoint and this is the only kind of a catalogue that would seem to make sense. You are absolutely right, I am sure, in principle at least.

MRS. MEYER: We realize it would probably be an expensive undertaking. However, at present catalogues are an expensive item and they are not being used, I think in most places. I would say in our Board anyway, they are not used as fully as they might be.

DR. JEANNERET: A good deal of money is spent on the visual impact and in the design of publishers' catalogues and you say they are not being used and talking about a utilitarian listing which would not cost so much, which would be a computer-assisted spinout of Canadian Books in Print, or something like that.

THE CHAIRMAN: Here is a whole article about Mid-Canada. It is a fantastic book.

DR. JEANNERET: He is in it.

(Laughter)

THE CHAIRMAN: Page 105. It is a great book and it is the last article.

MRS. MEYER: I think one problem I have encountered regarding catalogues is that teachers often ask for a book by its title or author but rarely do they know the publisher and it is often difficult to find where this book is ---

DR. JEANNERET: Do you know Canadian

Books in Print?

MRS. MEYER: It is a help.

DR. JEANNERET: It must be a help on Canadian books but it is still in its infancy.

THE CHAIRMAN: In relation to the last paragraph:

> "There is a scarcity of Canadian material available to the schools with the result that it is increasingly difficult to develop a pride of country in our pupils."

What is the answer? How do you overcome that one?

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You can take two or three days to consider the question and two or three months to answer it.

MRS. MEYER: We hope that you will come up with some answers for us.

MR. ENNIS: I think, sirs, what we were thinking about was the Canada Council seems to have some kind of an impact on other areas in the field of athletics, art and so on and it seems to me that perhaps something could be done in the field of literature in addition to what has already been done. If there is anything being done, we are not aware of it. Maybe that is the direction that we, as a group, are thinking in our terms as citizens of Canada, as Canadians, that maybe we need as a community of Canadians to do a bit more and take a little more direction in that way.

THE CHAIRMAN: Yes, that is a very reasonable approach on the question of stimulating the author, creating an atmosphere for authorship both in the areas of educational books and texts, as well as in the field of novels and poetry?

MR. ENNIS: Yes.

THE CHAIRMAN: Well, thank you for coming that long distance from London. Anyone who comes from London always brings good things, almost always. We appreciate your coming and I will just have to take one minute to read this article that Alexander Ross wrote.

MR. ENNIS: Thank you.

---Adjournment.

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252 Bloor Street West,
Toronto, Ontario,
November 12th, 1971

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S U B MI S S I O N O F

McClelland and Stewart Limited — Mr. Jack McClelland, President

Mr. Don McNeil

Reverend H.R. Rokeby-Thomas

Mr. James Miller

Toronto, Ontario,
November 12, 1971.

---=The hearing commenced at 10.00 a.m.

THE CHAIRMAN: Well, ladies and gentlemen, we have with us today Mr. Jack McClelland, President of McClelland and Stewart Limited and Mr. Harry Ritchie Vice-President of that firm. This is our last day save one of public hearings. I might advise those who are here today and others, that there will be one further day, probably a half a day of hearings.

We have observed that the authors' community in the nation have not flocked to tell us what their difficulties may be and what we can do to assist them but I am happy to say that on December 9th, a fellow whom you know, Mr. McClelland, Farley Mowat is going to bring a team of three people with himself and they are going to sit down with us and tell us what the authors' viewpoint is and what we ought to do. So that will be a day of some colour.

In the usual way, we have read your brief and we would be obliged if you might stress the main points you might like to make with us and then we will discuss the situation with you.

SUBMISSION OF McCLELLAND and STEWART LIMITED

MR. McCLELLAND: Thank you, Mr. Chairman. I would start by apologizing for delivering our brief to you so late. We discovered

some problems that authors face in completing books. We apologize too, for a number of typing errors. This is not because the editorial department did not have an opportunity to read the brief after it was typed. Also in leaving our appearance so late we have sort of mixed feelings about having received a loan of $1 million without appearing before a public hearing. We did not know whether we should try for $2 million or whether you might want to take some of that $1 million back, so we had some reluctance about appearing.

I think we want to start by thanking you and the Commissioners for your prompt and accurate evaluation of the McClelland and Stewart situation and for your recommendations to the Ontario Government. We were not initially too enthusiastic about the idea of a Royal Commission. We did not think it was really necessary but I think you have demonstrated in your three recommendations to date that it was and, in fact, I had occasion to apologize to Mr. Robarts because I thought it was time for him to retire when the only solution he had for the publishing industry was the formation of a Royal Commission.

One preamble point that I wish to make seems to have been m isunderstood by much of the public and that is the fact that it was a loan that you recommended for McClelland and Stewart, not a grant. The loan is to be repaid and will be repaid. It is our opinion that the

conditions pertaining to that loan were eminently reasonable. We now have three directors appointed by the Ontario Development Corporation, nominated by them and appointed to our Board as three of the ten on the Board. They are extremely capable men, we have had several directors' meetings since their appointment and we think this is going to work out very well.

The other conditions were completely normal and,we think, very fair.

Our brief, it is difficulto to summarize what is a very lengthy brief but I would say firstly that we believe strongly that Canadian ownership, independent Canadian ownership, should be encouraged, that it is vital to the future of this industry, it is vital to the future of this country. We particularly think of it in terms of its effect on Canadian writing, Canadian authors. We say in our brief repeatedly that in our opinion our authors are the country's most important asset, they need encouragement, it is a very difficult country for authors because of market conditions, they need all the help that they can get. Our recommendations in our brief are in favour of more support to Canadian authors.

We emphasize the importance of independent Canadian ownership but we do not denigrate in any way the value of the subsidiaries of foreign companies operating in Canada. We think they have, and will continue to make an important

contribution to publishing and, indeed, to authors in this country and we do not favour any measures that would interfere with them at all. At the same time we do not recommend anywhere that they be given any assistance whatsoever. We do not feel that they need it. We attempt to show in our brief that they have a built-in advantage over the independent Canadian-owned company and so we think that they do not need any help.

I would like to briefly touch on a few points from the brief in this review that I refer to as a brief. It really is a cover-all and runs at some length but we stress the point that Canada cannot depend on foreign companies and subsidiaries of foreign companies to do its publishing for it. We point out -- and there has been the occasional exception to this rule -- that in the serious book publishing industry there is a great difference between the motivation of the subsidiary of a foreign company and that of a Canadian-owned company and I stress that we are talking about serious book publishing in this respect. We point out that there are three motives for a subsidiary to operate here.

One is to make a profit, there is nothing wrong with that: the other is to sell the books of the parent company, again there is nothing wrong with that and the third is to be able to offer a service to the authors of the parent company and there is absolutely nothing wrong

with that. But if they do not sell a great many copies of the books of the parent company they had better make a profit.

We suggest in our brief that motivation of Canadian ownership is rather less confined, that the Canadian owner is concerned with the future welfare of this country in a way that foreign subsidiaries cannot be. The independent Canadian owner identifies with the purposes of Canadian authors in a way that a foreign subsidiary cannot do. Again we stress the importance of Canadian ownership.

We indicate in our brief that the so-called crisis in Canadian publishing was only the cumulative result of the sale of Gage, Ryerson and the difficulties announced by McClelland and Stewart. These three events were not directly related, they were not a common industry cause. However, we stress in our brief that they had a cumulative effect in an industry when Canadian ownership could be reduced to such a low level by the sale of two firms and the possible sale of a third thatit was a very serious problem.

We go on in our brief to deal with some of the problems in the industry. The chief problem that we mention for Canadian-owned companies is the difficulty in raising working capital and in some detail we attempt to show how a small Canadian company, is inevitably going to run out of working capital and be faced either with the

prospect of selling or faced with the prospect of going bankrupt. There is a paradox that more of these succeed. Unless they are an entirely commercially oriented firm I suggest here that is not desirable but unless they are entirely commercially oriented and they are serious book publishers they are inevitably going to run out of money. They have difficulty raising money, grave difficulty. This has been the McClelland and Stewart problem for over 60 years. They have great difficulty raising money for normal lending purposes.

I mention that the foreign-owned subsidiary has a built-in advantage over the Canadian-owned company. I would like briefly to explain that. We show in our brief the comparison between the net profit after tax of McClelland and Stewart over a ten-year period as a percentage of sales in comparison with that of three American-owned subsidiary companies. The net profit of McClelland and Stewart during that period was .4 per cent of sales; the net profit of the three American subsidiaries combined was 9.4 per cent of net sales. That is profit after tax.

Now, this would indicate in the minds of some people who like to decry Canada that these firms are more efficient, better managed, that they have the advantage of American expertise. We point out that the management of McClelland and Stewart and the management of these three

subsidiaries are identical. The same policies are applied, the same personnel are involved. There is one exception, however, and that is this, that the books sold, most of the books -- in fact, all of the books, I guess, sold by these subsidiary companies are selected, they are designed, they are edited, they are published in the United States. Can you then conclude that they are better publishers than McClelland and Stewart?

In order to give what we feel is a fair answer to that point we show that the average sale of McClelland and Stewart titles in Canada over that period, of new titles published, runs 30 times the average sale of the new titles imported by these firms from the United States. So that we do not think there is any reason to say they are producing better books. That figure obviously is inflated because Canadian books sell better fortunately and should be expected to sell better in Canada than many of the books that are imported but we think that this is a fair demonstration of our claim that the stories about American expertise, why can American and British companies make profits here and Canadians cannot, Canadians are bad businessmen, we think is absolute nonsense and we think we have nailed this myth, destroyed this myth completely.

Another point we touch on in the same section, there have been many complaints about service, lack of service, books being out of stock,

shipped late, misbilled, total inefficiency in the Canadian industry. Some people like to think that we are the victims of our own inefficiency.

We point out in our brief that this is a problem that pertains to book publishing throughout the English-speaking world. I think it would be difficult to imagine a more woefully ineffecient industry than the book-publishing industry. This is not a Canadian thing. It is compounded in Canada by those firms who must depend on foreign suppliers. We, in fact, at one point in our career, gave up representation of British houses in Canada principally because we had no difficulty in creating our own reputation for bad service and we simply did not need their help. They enhanced that reputation. It is also true in relation to British houses that the Canadian public -- I must point out this particularly applies to university professors who have never understood the real need for a substantial markup on British books selling in Canada. We explained in our brief, although we don't go into detail, that the markup is essential, but it is one of the problems of Canadian agencies, the Canadian importers to explain these high markups which are so necessary.

We go into some detail in the problem of the small house, as I said very briefly earlier, and indicate we believe that they simply cannot survive in Canada unless they have access to additional capital and for that reason we think that the third interim report, the recommendation of this Commission, is one of the most and possibly the most important recommendation concerning the

problem of foreign ownership that has ever been made and its implementation by the Ontario Government indicates, in our opinion, their real concern about foreign ownership.

We compare in our brief the problems briefly of trade and educational publishing. We are involved in both. It is our opinion that there is today not all that much difference and the needs for support in the future are now, in our opinion, very much different. There are some things that we don't recommend. I said at the outset we are not recommending any very radical steps. We indicate very firm opposition to the formation of the Canada Book Development Corporation. We think it is totally unnecessary. At the Secretary of State's Conference in Ottawa, it was fairly evident that the Federal Government was impressed by representations that were made for the need for a Canada Book Development Corporation. We feel this is a small industry, that it is responsive to independence, imagination and energy, that it simply does not need the over-kill of the Canada Book Development Corporation in any form. It would entangle the industry, in our opinion, in red tape. There are enough existing bodies federally and provincially to handle any problems that may come up. We are opposed to the plan that was put forward for an import licence system. We think, again, this is totally unnecessary. We are opposed to widespread subsidy and feel this can damage the industry.

We are opposed to any form of legislation of Canadian content. This would apply to the paperback newsstand distribution. We applaud your recommendation in respect of foreign ownership in that field but we would not applaud any attempt for the government to go into that field or for the government to legislate the -- it is a very, very difficult area to legislate Canadian content. We don't believe in the legislation of Canadian content in schools or educational institutions. We believe our educators and teachers should be educated to believe in Canadian content and this should be voluntarily. That would, by the way, be a very tough battle. We point out that we have very little concern about the effect of the U.S. Manufacturing Clause.

It is noticed that MitchellSharp had this list of three items we were going to bargain with the United States and if we are going to bargain any of our natural resources for the removal of the U.S. Manufacturing Clause, we are absolutely out of our minds. We feel, and I think demonstrate, its effect on Canada, both the book-publishing industry and the manufacturing industry, is negligible.

We point out that we spend too much time and too much concern is felt for buying around. We think this should be ignored. We think the Canadian industry should be more concerned with what they sell rather than what they don't sell.

Finally, we are opposed to the removal

of import duties on U.S. books. The duty on U.S. books applies to only a small percentage of the books, but we feel that it would have a serious effect on Canadian publishing and we feel we would see the removal of subsidiaries, a number of subsidiaries of American companies, which would not be a healthy development for Canada. We feel, too, that some of the agency companies would disappear, although many of them do very little publishing, but the little publishing they do is helpful.

That brings us to our recommendations and they fall into two areas. I will deal with them very briefly. The first main area is those provisions that would help Canadian writing, Canadian authors. We are in favour of new tax provisions to permit the spread of their income over a greater number of years. Some authors write one great book and make a lot of money and they are taxed beyond reason at that time. We think there could be much improvement on this.

We are very critical of the size of the Governor General's awards, the selection methods that are used and the publicity relating to these awards. We think that this whole area should be investigated by your Commission and strong recommendations made.

We are in favour of any measures that would assist the public recognition, both in Canada and internationally, of Canadian writers.

We think the CBC, while it has done a good job in some areas, could do much more for Canadian writers.

We favour tax provisions that will encourage corporate and private patronage of Canadian writing. Many Canadian writers write on the international subjects and the great Canadian subjects are not written on because they simply cannot afford to write for the small marketplace. We think this should be overcome because there are great subjects to be put on paper.

In general we favour any measures designed to stimulate writing and that would improve the welfare and security of Canadian writers. We feel that there are very few good books going unpublished in Canada at the present time, but we feel as well that many more good books are needed and more writers are needed and, therefore, encouragement is needed to attract people into this very risky and very onerous field.

Under the heading of measures that we feel will assist writers indirectly and assist the industry we recommend that the Federal Government open retail bookstores, book centres, in New York, London and Paris. In putting forward this brief we take a very strong position on the question of export of Canadian books physically. We don't feel that any money should be spent in exploring the potential export market for Canadian books. This is not the right country to export a physical product from. Our costs are simply too

high. We point out, too, that it is to the advantage of an important author to be published by one of the great imprints in New York, one of the great imprints in London, when he wants distribution in those two countries, just as we feel they should be published by one of the great Canadian imprints here. So we think it is contrary to the interests of Canadian authors to spend money on the physical exporting of books. We don't think a market can be developed. Of course there are a lot of Canadian authors who are never published outside this country, but we have found the cost of trying to promote Canadian books of that sort internationally, the actual cost of promotion can generally outweigh the gross income and we think money would be lost. However, we favour Canadian information centres and retail bookstores as a test in these three major capitals. We feel that they can sell the books and offset some of their costs at the retail level. We think they could act as depots, not selling mediums, but depots for Canadian books and make them available to universities for Canadian studies courses, make them available when Canadian authors are on lecture tours and we feel, finally, that they can act as centres for the sale of rights, publishing rights of Canadian authors. They can act as information centres, not really as literary agents in that respect, but we think they could do much to make Canadian books known to the publishing industry in other countries.

We recommend the rationalization of the supply of Canadian book papers and possibly the subsidization. We recommend some specific subsidies to Canadian book manufacturers. We point out in the course of our brief that it is simply not at the present time economical to manufacture some books in Canada. We have been criticized for manufacturing in Hong Kong and in Italy. Recently in the Globe and Mail it was pointed out it is very frequently a choice between just printing and manufacturing in one of those countries, or not publishing at all, because of the price difference which we anticipate on the average, or estimate on the average of being 20 per cent less in Italy, and as much as 40 per cent less in Hong Kong. We suggest here there are occasions when books should be manufactured in Canada to keep the Canadian manufacturers up to par in this area, and on those infrequent occasions that government subsidy would be helpful.

We think one of the most serious problems in Canada is the problem of retail book distribution. We do not have nearly enough Canadian book outlets and we are concerned about the fact that, to be a good retail bookseller, or even a good retail clerk in a bookstore, you need a training equivalent to that of, for example, a public librarian or a teacher and it is a very difficult field. It does not pay well. These are extremely dedicated people. We would like to see a training-

school program for the retail book trade in Canada and we would like to see a tax subsidy program that would encourage retail booksellers and permit them to have more trained staff. We make the same recommendation for editorial personnel in Canadian publishing. We think this could be very helpful in the interest of Canadian authors.

We expressed concern about the control of new hardware that may be developed that would lead to a semi-monopoly position similar to that of radio and television and we recommend steps be taken now, not after such monopoly hardware is developed. We are opposed to certain provisions of the new Competitions Act. I am not going to detail that. The Canadian Copyright Institute has already submitted information on that one.

We deal with the use of instant-copying equipment and are really going against the recommendations of many segments of the trade.

We are opposed in principle to bulk purchasing by Canada Council or government agencies for books for the free distribution in Canada. If they are going to have such programs, we believe such distribution should be outside Canada.

Finally, we end up our brief with the recommendation that the Commission in its final report give recognition to the fact that book publishing in Canada is a business -- a tough, demanding business but it cannot be entirely a business or entirely an art. Somewhere between the two you will find a balance but we are concerned, as I say, about the possibility of submerging this industry with non-financial responsibility.

That is the summary of our brief.

MR. CAMP: Mr. McClelland, I usually do the patrol analogy, Dr. Jeanneret provides the heavy artillery and The Chairman cleans up. It struck me that your business here represents a very special status considering the firm of M. & S. and your interest in it. You sort of have a de facto nationalization, McClelland and Stewart, in the sense that the people of Ontario consider themselves to have a proprietary interest in your operations. I wanted to go back to the beginning and perhaps youmight enlighten me.

It seems to me in the beginning the Commission's recommendation was with regard to the reconstruction of your Board and I am getting to the matter of principle and not a matter of curiosity, that the government would appoint so many and M. & S. would appoint an equal number and they both would choose a Chairman. I would be curious to know, in view of the present

constitution of your Board whatever happened in that regard?

MR. McCLELLAND: Well, I would be glad to attempt to answer that. Before, as you know, the recommendation on McClelland and Stewart was officially put forward we were asked by the Commission if it would be acceptable to us. We said in principle, yes. We did not agree at that time to all the recommendations. We felt there were certain bargaining points.

One of the important bargaining points to us was the question of representation. We feel that to have had an equally divided Board between the Ontario Government and McClelland and Stewart would not have been a good thing for the firm, that it would have theoretically or possibly destroyed the independence of the firm. We have, I may say, a pretty independent Board of Directors. It would be difficult for any government to find better people than we already have on our Board. I would point out that it includes Pierre Berton, Farley Mowat, Frank Newfeld and Elsa Franklin four very strong and independent individuals and it includes a lawyer, Bob Martin, Mr. Ritchie and myself. We were violently opposed to an equal Board and, in fact, it is doubtful if we would have accepted the government loan had that been imposed on us. We feel that independence is vital.

We also to some degree -- and this

is personal with me -- resented the implication of the representation that we were entirely not financially responsible, or I was not entirely financially responsible and that we needed the very small financial watch-dog situation.

MR. CAMP: That implication you drew yourself?

MR. McCLELLAND: I think not. I think if you would re-read the recommendation I think that is a fair interpretation by me at least, and by other people as well.

THE CHAIRMAN: It may well be but what we did obviously was approach our recommendation from the viewpoint of prudent lenders, prudent business persons and if we had been in the marketplace and lending money ourselves there is not any doubt that we would have recommended that in a situation of this kind where there is a substantial amount of money being put forward that representation of the kind that was recommended -- we recommended alternatives -- would have been a prudent thing to seek, regardless of personality backgrounds or otherwise and it had nothing to do with any indication or of anything at all in terms of history. It would have been in our view simply a prudent recommendation to be associated with the over-all recommendation.

MR. McCLELLAND: Mr. Chairman, I do not disagree with that. If the money had come from private sources they probably would have taken over

the whole Board so I do not disagree with what you are saying.

THE CHAIRMAN: Do not be upset about reading something into it.

MR. McCLELLAND: We do in our brief, though, develop the history of McClelland and Stewart at some length, Mr. Camp, how our financial difficulties arose and that in our view it was not in any sense the result of mismanagement. I have been publicly called on a number of occasions a great publisher but a bad businessman. We point out in our brief that that is a contradiction in terms: that you can be a good businessman and a bad publisher, you can be bad at both or good at both but there is one you cannot be which is a great publisher and a bad businessman. I guess I am extremely sensitive on this point because we indicate that the crux of the McClelland and Stewart difficulties have stemmed when one decision was made and that was that we could not live with the imposition of outside financial management on our operations and our policy. In other words, this is fundamental to our whole belief, that we feel that if financial orientation is imposed on the Canadian book industry as an objective, if this is to be the yardstick by which policies are judged, if one is going to try and make as much money, for example, out of book publishing in this country as can be made out of other industries, then forget it, it just is not

possible.

MR. CAMP: I just want to get back now to the principle that I was pursuing. As a businessman you know the rights of minority shareholders which I often describe as the right to pray. What I am coming to thought, Mr. McClelland, I have been sensitive to your point of view, to this particular point of view, since you were the precedent for what seems to everyone now to be obvious, is going to be applied further to others in the industry, why have anybody on the Board at all? Is it not better to avoid the risk of creating the suspicion of government interference in so sensitive an industry? And, on the other hand, why would the government wish to accept any management responsibility if it is in the minority position, in fact, why would anyone, and would it not be better just to grant assistance of the kind McClelland and Stewart received, also to other publishing houses, and refrain from participation in management?

MR. McCLELLAND: Well, I think my answer to that would be in two parts. The first is that we did point out to the Ontario Development Corporation and particularly to the Ontario Government that if the McClelland and Stewart situation was to be taken as a precedent and if the Ontario government was to end up with half the Board representation on all the Canadian-owned publishing houses who needed working capital,

that it would be a pretty unfortunate situation and a very difficult situation. That was one point.

The other point was that we feel, I think, that these representatives -- and I say this quite sincerely -- the three outstanding people from different fields, we think that they are extremely useful to our Board, I think to a degree that it perhaps makes our Board meetings more formal, I think they have much to contribute and I do not even in principle see any objection to that participation. We, in fact, are more than happy with it and, indeed, we did -- you know, they said, "Well, if you are going to be this difficult do you want any Board members?" and we said, "Yes, why not?".

MR. CAMP: I was just going to add that there was no such condition put forward in the report lest there be, in fact, government participation in every publishing house in Canada.

MR. McCLELLAND: That would be a horrible thought.

DR. JEANNERET: May I ask a question in line with your question, Mr. Camp? I think it should be clearly appreciated that in no way has the Commission been involved in administering the arrangements recommended in our First Interim Report. A totally different situation obtains with regard to the Third Interim Report and, therefore, I would ask

whether some of our other recommendations in our First Interim Report have been pursued. For instance, we did not recommend that a loan of $960,000 approximately, be made: we recommended that a figure of approximately that amount could be used as a base in relation to your inventory as an outside figure but only after the inventories had been duly appraised and taken at the lower of cost or market and similarly the receivables duly depreciated. Was that done or are you working on such a ceiling?

MR. McCLELLAND: Our inventory was appraised by the Ontario Development Corporation, certainly not a book-by-book basis. They explored the matter with our auditors in some detail and satisfied themselves that the inventory was reasonable. That is correct?

MR. RITCHIE: Yes, it is.

MR. CAMP: I think the confusion in my mind, if it can be described as that, was the fact that I had in mind that the First Interim Report was accepted completely by the government and I did not know of any departures from it until I began to follow it in the press.

MR. McCLELLAND: I should point out, Mr. Camp, that this was not really any departure in the sense that there were alternatives in your recommendation that provided that the directors could be appointed at some future date. We pointed out to the government at the time that

when the time comes that they want to appoint five directors or ten directors, it is entirely within their right to do so. All they have to do is to take over 51 per cent of the common stock of the company.

MR. CAMP: I certainly hope they do not.

MR. McCLELLAND: It would be a very good investment for them at the present time.

MR. CAMP: Changing the subject, I am satisfied --

THE CHAIRMAN: I might say in response to that that they have already made the investment.

MR. CAMP: I accept your apology with regard to getting the brief in at the last moment. If I have overlooked something in it I am sure you will correct me, but when you got into discussing the things which might be done to encourage authors I was looking for some opinion or wisdom from you with regard to public lending rights.

MR. McCLELLAND: Public lending rights, would you explain what you mean? I don't understand.

THE CHAIRMAN: Being a layman, I don't understand most of these things but, in any event, public lending rights is, in essence, a name for a system whereby an author is rewarded for the use of his books which are lodged in libraries. In other words, the acquisition of a book by a library, in our system, is the end of the matter and the author receives no on-going benefit. He is receiving the royalty for that one purchase. In other parts of the world, they provide for a lending right in such a way that the author and, to some extent, the publisher in certain systems are given or provided usually by the state with compensation for the use of the book either in the library as a reference book or as it is drawn out. This is the context of it.

MR. McCLELLAND: We would be totally in favour of the introduction of the proper system that would give authors adequate compensation for the use of their books in public and other libraries. At the present time the Canadian author, the average Canadian author, derives almost no income from our public library system. We would guess that probably the average sale, good sale of a Canadian book to libraries in Canada in the trade field, the average would be about 300 copies and the income an author derives from this use, continuing use of

their copyright material is virtually negligible. We would recommend certainly support for any such recommendation.

MR. CAMP: I can append that onto your submission.

MR. McCLELLAND: Yes. We couldn't think of everything. We tried.

MR. CAMP: One thing I feel bound to ask because it has come up in other discussions I have been party to, is what is the reason for a publishing house, and we are now considering the interests of the Canadian author, to keep a manuscript for 18 months before giving the author the opportunity to take it elsewhere or giving him the satisfaction of knowing whether or not you were going to publish it? Or, for that matter, nine months. Surely the publishers are just as concerned in authorship and his rights, the publisher's responsibility to the author.

MR. McCLELLAND: I would say that, although I am sure this has happened on occasion at McClelland and Stewart, as it has in many other houses, and it is inexcusable absolutely, it is not deliberate, but it has happened.

We refer in our brief to the cost of processing and reading unsolicited manuscripts. We estimate McClelland and Stewart's cost at about $90,000. We receive a lot of manuscripts and it is a tough proposition to evaluate them all. We try to take this very seriously. Occasionally you

get the situation where some of the editors or readers favour publication and some don't. This can lead to protracted indecision while there is still a possibility that the publishing house may make a publishing author. They like to hold onto the manuscript and the author, of course, is always free to withdraw it, but as I say, it really, for a manuscript to be held that long is inexcusable. We think it is entirely reasonable for a manuscript to be held for three months. It should be possible to make a negative decision much earlier than that except in the fringe cases where it really is indecisive, but to make a positive publishing decision it might be immediately or, if there is any sort of conflict of opinion, it must take about three months. It takes a long time to get expert outside readings and most publishing houses do that as well as well as depend on their own people.

MR. CAMP: I really wasn't sure what you had in mind, and I am dealing now with pages 41, 42 and 43, where you are talking about government subsidies of particular works as to how these disrupt the sales in the marketplace.

Your recommendation is two-fold, I gather. You admit some works would go unpublished if it weren't for subsidies?

MR. McCLELLAND: Yes.

MR. CAMP: Are there any more kinds of government subsidies other than grants from the Council?

MR. McCLELLAND: The only government subsidies that I know of, except for the odd one from a specific government department, come from the Canada Council, perhaps through the associated learned councils. They make subsidies, but they are derived from the Canada Council.

I think the point we are attempting to make here is that the poetry market in Canada in our opinion has been upset to the point where the publisher no longer knows what to expect in this field. There have been a great many Canada Council grants given particularly to small houses. The means they can turn out a beautifully-designed book at a low price where a larger firm then puts out a book by an established poet when they are trying to make at least a reasonable publishing margin and it looks like a ripoff to the student who says "This book is beautifully produced at $2.50 and this book looks like hell at $3.95". What we are saying is that type of subsidy program, if it is to prevail, we feel it should apply and be available to all books in a particular category.

MR. CAMP: All poetry?

MR. McCLELLAND: Yes, for a period of time. We think poetry no longer needs subsidization.

MR. CAMP: That is where I got lost. What you are really saying ---

DR. JEANNERET: There is a little bit of ambiguity there.

MR. CAMP: You don't subsidize any for a while, you subsidze none or all?

MR. McCLELLAND: There is a lot of fiction certainly being underpublished and needs subsidy.

DR. JEANNERET: You say all books in that field should be eligible for subsidy. This is like a house-directed general policy and I didn't follow you.

MR. McCLELLAND: That is what we mean. If you are going to publish in that category, you get the subsidy automatically.

THE CHAIRMAN: I suppose you are trying to say there is a poetic overkill.

MR. McCLELLAND: I don't want to make enemies of all the poets in the country, but we think they have had enough support for the period.

MR. CAMP: In other words, the judgment should be purely the publishers for a while?

MR. McCLELLAND: I think this would help Canadian writers on this point. We have a lot of good, Canadian poets and they don't need this type of support.

MR. CAMP: Wouldn't you have, then, the same kind of confusion as has happened in the poetry field, if you apply this now to the field of fiction?

MR. McCLELLAND: No. If it applied to fiction, we suggest it is applied to all fiction

so the established author who, may I say, some of the best known novelists in this country are damned lucky if their books sell 2000 copies in Canada. I feel, we feel they should get the same publication subsidy as the work of an unknown author because there is not all that much difference. No publisher can make money on 2000 copies of a book.

DR. JEANNERET: Should they make any value judgments on this?

MR. McCLELLAND: We feel this should be left to the publisher.

DR. JEANNERET: This is going to mean that the irresponsible publishers are going to perpetrate an awful lot of bilge.

MR. McCLELLAND: In this type of system a publisher who is eligible for grants has to qualify as a responsible publisher, not on a specific book or even half a dozen books, but in relation to their program and we think the Canada Council could make that type of value judgment and say "Okay, we are not satisfied with what you are doing. You had better improve your program or you are not going to be eligible for more grants." We think this is better than having a small group of academics employed by the Canada Council second-guessing publishing firms in making decisions as to what they want to publish. We feel the financial responsibility the publisher accepts, if they are willing to publish, then probably the book should be published.

MR. CAMP: Are you also saying they should subsidize the publishers and not the authors?

MR. McCLELLAND: Well, in this particular recommendation we are saying that. We are in favour in principle of almost unlimited grants and encouragement to authors. We think the Canada Council does not give the amount of money they devote to writing in Canada is abysmally low in relation to the other arts and we feel they should make more money available to their Canadian writers. That is a separate category of subsidization. Here we are talking about subsidization of the book itself to make publication possible. You know, many authors will take a grant offered to the publisher because it is more important to them to be published than to have that money. We are offered deals all the time.

MR. CAMP: The grant is an incentive to authorship and sometimes it is essential to authorship.

MR. McCLELLAND: Yes. Publishing is the most important thing.

MR. CAMP: In the act of creating often an author needs -- if he can't get a subsidy, he might not make it.

MR. McCLELLAND: You can ask the authors when they come, but I think most authors would prefer to be published in the Star than be given some money and not be published.

MR. CAMP: I just want to make it

clear that, with regard to your opinion as to what needs to be done to assist in publishing fiction that whatever subsidies are available should go to the publisher and not the author?

MR. McCLELLAND: Yes. That again, fine, but we are not saying that, suggesting that the fellowship program of the Canada Council should be diminished. It should be enlarged.

MR. CAMP: I just want to ask one more question and I suspect I will be back. It is a general question.

THE CHAIRMAN: Return to the patrol.

MR. CAMP: If I am allowed to interrupt from time to time. In the present condition of the Canadian publishing industry, with the few indigenous Canadian publishers we have left, of which you are one,would you see any wisdom in some legislation which would prevent further acquisition of an indigenous Canadian publishing house by a foreign buyer?

MR. McCLELLAND: That is a complex question and I think the answer would be, we would be, but only were provision made for someone else, whether it be the government or somebody else, to acquire that house. We are concerned about this problem. It is possible that the Canada Development Corporation or something of that sort, is going to solve this problem. It is up to the federal government, it seems to us, primarily. What is going

to happen when you say to a company that they can't sell it. You say Consolidated Dennison can't sell it and you can't tell them what to do. I don't think it would be reasonable to say to an indigenous Canadian house, "You can't sell unless some alternative is offered". The alternative here -- your alternative, your third recommendation, the guaranteed bank loan does provide the alternative and should make it possible for the Canadian house to get a decent price in Canada and for that reason probably such a restriction would be practical.

MR. CAMP: Because another hypothesis is, of course, the Canadian taxpayer or more properly the Ontario taxpayer and his government are prepared to risk an appropriate amount of money to protect the Canadian publishing industry. It does not seem to be prudent to do that only to sort of fatten the calf.

MR. McCLELLAND: All right, I agree, Mr. Commissioners, we would agree, I think, to that restriction as long as your third recommendation -- if guaranteed bank loans were available, yes.

DR. JEANNERET: You have agreed to the whole recommendation?

MR. McCLELLAND: We have agreed that we will not sell McClelland and Stewart to the United States or any other foreign company -- nothing but a Canadian firm.

DR. JEANNERET: Well, Mr. McClelland, I got around to your brief late last night, being the first opportunity,and I found it to be just as thoughtful and interesting as I anticipated. I think it is extremely well done, it explores a lot of areas that are not obvious and explores them very shrewdly. It comes up with a lot of recommendations which are not very obvious which I also expected and some of which I think it is not very hard to agree with offhand.

I would like to discuss a few of them. I do not want this to be a debate because you and I

have disagreed in the past on one or two such issues but I would like to get further clarification on some of your points.

First of all, on this matter of control of Canadian content in the mass market paperback field I did find myself saying, "Amen" to your statement which amounts to recommending that there be nothing akin to censorship of content. One has to agree with that.

You go on to say, "If Canadian books cannot make their own way in that marketplace then they should disappear". You approved of our second recommendation as far as ownership is concerned?

MR. McCLELLAND: Yes.

DR. JEANNERET: But you say that if Canadian books cannot make their own way in this marketplace then they should disappear. "It is our belief that they can and will secure a sufficient share of this market (this is the mass paperback market) in the future if they are not discriminated against by a foreign domination or monopoly control".

Now, to my knowledge it is your firm that has undertaken the major experiment in this field of trying to enter the mass market paperback field and without going into full detail -- and, indeed, we have studied it, would you just comment on your Canadian Best Seller Library experiment and why it did not work and why it

apparently did not work and where it stands? Not the full story but just the highlights.

MR. McCLELLAND: I would say it started out extremely well and looked eminently practical and we were very pleased with the results. It then turned very sour on us and in retrospect there were probably two factors. I would concede that we did not manage this part of the operation as effectively as we might have. I think it takes a rather different type of person to sell in the mass market field than to sell to the regular book industry. We did not recognize this, did not I think develop sufficient connections with the regional wholesalers and I think to some degree we were at fault. After we had to pull out of the market because it had become a financial disaster and we estimated it had cost us some $100,000, I was told by two people directly in the field ~~in~~ and I am not prepared to indicate who they are -- told by two prominent people in the field that the word was out that we were getting too much space on the racks, that this had to be diminished and that this was a deliberate policy imposed by some of our more powerful competitors, foreign competitors, to put these Canadian books out of the market.

Now, we cannot prove that that happened but there was a ~~great~~ deal of indication that our books, shipped to the wholesaler, did not get into the racks, our exposure was cut back

but we cannot prove it and if we were going into that field again -- and I hope we will -- I think that we would approach it much more aggressively and effectively, so I think there are the two points and I am not sure of myself.

THE CHAIRMAN: If what you say is true in terms of a decision by certain persons who control the racks and the newsstands, if that kind of decision was, in fact, taken and it did, in fact, result in the destruction of your program, if that were a valid position why was it, as you have already told us, that you would be against any kind of legislative provision or direction which would require such persons to make available that space for presentation to the public of Canadian mass market paperback books or periodicals? I think that is what you said?

MR. McCLELLAND: Yes, that is right. Well, for this reason, that we think that any such legislation would have to be extremely complex. If we say, for example, "This book will sell as low as this book" we do not know that. This particular market is tremendously respon sive to the public to the varying standards of the public, and we have considered this. We do not know how you could control this. Would you then have to protect the wholesalers against loss? Would you have to guarantee them a certain margin of profit?

We think that provided you were

guaranteed against such methods and such domination and monopoly that the Canadian book will make its way but we cannot prove anything. We think this field is risky enough without saying, "A third of your books or whatever must be Canadian". We do not think we should do that.

THE CHAIRMAN: But the qualification that you put in the particular recommendation in the brief, you used the word "monopoly" and you have just used it again.

MR. McCLELLAND: We are concerned about monopoly.

THE CHAIRMAN: And you recognize that the system we have examined as a Commission, distribution for mass market paperbacks provides a monopoly on a geographic basis for the news distributor as a result of 12 or 13 national distributors in the United States who refused to deal with any more than one geographical distributor in a given area and that they are in a monopoly position but you still are of the view that mechanically it might not be a comparable situation.

MR. McCLELLAND: If you can come up with a solution that does not create that problem, where you have to guarantee not only the wholesaler but the cigar stand against loss because of legislation regarding Canadian content, we find that we simply have not been able to visualize such a system that would work and provided the worst

features of the monopoly can be permanently removed that Canadian ownership can be assured in some areas and one firm not control the whole industry, then we think the Canadian book would thrive

MR. CAMP: For a Canadian book to make their way on that bookstand they would disappear, they are disappearing.

MR. McCLELLAND: We think they can win provided they are allowed in but we do not see how you can legislate that.

DR. JEANNERET: Do you accept the kind of monopoly that is implied in an agreement between a news company and all the dealers in the area that they serve that prohibits those dealers from dealing in merchandise from any other supplier?

THE CHAIRMAN: Merchandise on a broad base.

MR. McCLELLAND: No, we would be opposed to that. We think they should not be able to impose that.

DR. JEANNERET: You think you should be able to have free access at least at the option of the news dealer?

MR. McCLELLAND: That is right, that is imposition of a monopoly.

DR. JEANNERET: May I take you over to another subject, Mr. McClelland, and it is one on which you have spoken very strongly and very

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uniquely on this matter of export. I cannot help but agree with you when you say that for some authors the ideal arrangement is to have the best possible contract in New York and the best possible contract in London and a contract with you in Canada but what concerns me is, what happens to the 98 per cent of authors that cannot get any darned contract in New York or in London? Have you no responsibility at all as a publisher to get the maximum possible sale for their books abroad?

I know and you know that a very large proportion of Canadiana succeeds as Canadiana because it is Canadian and that there is no great market abroad but this does not apply right across the board. If we could take specifics we can look at school books and we can say that the Canadian school textbook that has been developed from the ground up should at least enjoy equal chances of successful effort of an Canadianization of a Nigerian school system that an American book enjoys for Canadianization in Canada or situations of this nature. We can cite examples and we do not need to go into specifics or we mights say this: from the standpoint of sheer information regarding Canada I gather you are applauding the idea of Candian book centres abroad but we have to go beyond that. Isn't there a publisher's responsibility to the 98 per cent of authors that will not have any contracts abroad

and have not a hope of getting any contracts abroad?

MR. McCLELLAND: Well, I would start by saying that I think your figure of 98 per cent is a very high figure.

DR. JEANNERET: About 93, but it is a very high one in any event.

MR. McCLELLAND: I think about 40 per cent.

DR. JEANNERET: Do you think 40 per cent of the books written by Canadian authors would enjoy 40 per cent publication abroad?

MR. McCLELLAND: I would say 40 per cent of the books we publish are sold abroad.

DR. JEANNERET: Even if you put it that low the ratio still remains?

MR. McCLELLAND: Yes. Then I would say that I do not think the publisher has the responsibility of selling on a totally uneconomic basis to the foreign markets and we have found it to be totally uneconomic. We refer in the brief, in fact, to a number of cases where we have experimented with this. The cost for supplying catalogues and promotional material has cost us more than our gross income from the sales.

DR. JEANNERET: It is uneconomic or it would have been done. I agree with that. You say, "and don't help us". You say, "We don't want any government involvement in promoting Canadian books as such abroad". In effect, you say

that with the exception of these book centres?

MR. McCLELLAND: We think the book-centres for one thing would compensate. What we are talking about is one book. You mention the example of the Canadianization of a book in Africa. We are very much in favour of that but that, in our opinion, would come under the heading of publishing rights but again you get back to the fact that very few books can be published economically here.

DR. JEANNERET: The only way that can happen is if the Canadian publisher is over there working.

MR. McCLELLAND: Fair enough, working on rights and this could be an extension of the rights to service of the international booksellers.

DR. JEANNERET: But it is all wrapped together with an export effort.

MR. McCLELLAND: But, as we say, concentrating on rights, not concentrating on the exportation aspect.

DR. JEANNERET: We are not so far apart as I thought. I was shocked by your destruction of the notion of export effort and that did concern me very much.

MR. McCLELLAND: Again we emphasized that because the Conference in Ottawa alarmed us in that respect because there appear to be a number of people in the industry who think and have made such representations to the federal government that the Canadian industry has been asleep at the switch in terms of exporting physical books and our answer to that is nonsense.

DR. JEANNERET: You made some interesting comments on the desirability of providing training for booksellers, as well as editors, which we have heard discussed before. You didn't say very much about the singular lack of Canadian bookstores as such in the smaller communities. Perhaps you would say this would be an outflow of any such move, but there are some marginal communities everywhere in this country totally unserved by retail bookselling, as we well know. Would you comment on whether or not we perhaps have a duty or the government at some level has an opportunity to do something to strengthen bookselling without

getting right into it, without competing with existing private enterprise. Do you have any views on that?

MR. McCLELLAND: I will let Mr. Ritchie answer that. I should explain that Mr. Ritchie came to McClelland and Stewart as our general manager, he came to us in 1968 as a management consultant and we were so impressed with his grasp of the book industry that about a year later we hired him as general manager. He has been taking an outside look at the book industry and I think particularly on the marketing side. I think his comments on this one would parallel my own.

MR. RITCHIE: I think, Mr. Commissioner, that the brief does cover it in part, some of the possibilities of extending the book trade. The school for booksellers is one of those imperative subjects we have covered in the brief. I think it has to be brought to the floor as being an important consideration. Any further extension of booksellers or assistance to booksellers to bring more information to the bookselling part of our economy to provide not just a method of selling nuts and bolts, but, rather, of selling the full content of the book, I am a little miffed. I don't know how far you would like to take this subject. There is one area not covered by the brief, that of mail order book-selling. We have had some participation in this.

DR. JEANNERET: The suggestion, I

think, that we have heard and talked about and have not adopted is one more along these lines: We live in a province which is blessed with a more far-flung and highly sophisticated public library service, branch service or local library service than book-selling. There is nothing wrong with that. We don't want to weaken the public library service in any way. Can we in any way justify using those facilities to make the actual, physical possession and purchase and acquisition of books possible? On an interim basis, pending the arrival of book-sellers in these smaller communities, could we encourage or bring about some daring experiment along those lines? Have you any desire to comment on that?

MR. McCLELLAND: I think that is an excellent idea and we would be very much in favour of it. There is no reason why the libraries in many of these centres which are not yet served by the retail book trade should not make a certain number of books available. They are equipped to order them and supply them and I think this would be great for the cultural life of many of the communities, if it were done in such a way as you are suggesting. When a retail bookseller was prepared to move in and open up, the library would move out of the field. I am fully in agreement with that.

DR. JEANNERET: Thanks. I want to go on to one final subject for the moment. I put it to you, Mr. McClelland, if we are going to have

better publishing in Canada, we are going to have to have better printing as well as better materials used in book manufacturing. The only way we are going to get better printing and better materials will be by,first of all, using our own printers as far as possible -- you could agree on that perhaps -- and secondly, by helping them get into the continental market that the United States publishers now enjoy. To do this, we are going to have to strain ourselves economically by not printing abroad or practically never printing abroad. We are going to have to, surely, get the U.S. door opened to Canadian printers in the same way that the Canadian door is open to United States printers. The only way we are going to do that, surely, is by the elimination of the U.S. Manufacturing Clause. Unless our Canadian printers are printing for a continental market and develop the technology that allows them to become competitive -- as you say, the Americans are lower priced than we are, pay higher wages and have a lower production cost. Unless we get into that game, we are going to kill any hopes of developing our own industry here, which is so vitally and closely related to the health of publishing.

MR. McCLELLAND: We certainly do not oppose the removal of the U.S. Manufacturing Clause by any means. We just feel that a lot of time has been spent on it. It has been misrepresented in many areas as total discrimination. Its removal would be a helpful thing, but we don't see that it

would make all that much difference. Our most difficult problem as a book-publishing house this fall and many other firms have had the same experience, but the difficulty in not only getting our new books printed but getting any books reprinted with the manufacturing facilities in Canada which are totally over-taxed at the present time. The same is true in the States, by the way, and we, in fact, have manufactured at least one book for an American publisher for the reason that they could not get it manufactured in the States and they bought finished books from us for that reason. This is a popular book and it is quite an extraordinary thing for them to do it. This means to us the situation is more crowded in the United States at the moment than it is here. How much manufacture for American publishing would be done in Canada, we don't know. That is anybody's guess. If it has the effect of making it very difficult for Canadian houses to get manufacturing done in Canada, because the American houses are ordering larger printings for their huge market, then we would not be optimistic about the results. In principle, what you are suggesting, you know, there is nothing wrong with it. We are just not optimistic about the results.

DR. JEANNERET: This doesn't bear on whether or not -- we have to ask ourselves, if it is true, why is it that Canadian book-produciong costs are higher than U.S. book-production costs,

especially if it is also true generally that wages are not as high. Actually they are very close and in some cases they are higher, and so on, but we have to ask ourselves exactly why this is so. We surely have to look to what the Americans can look to and that is our rightful share of some 30 billion dollars of printing book production a year. $30 billion is a great amount and it could be an infinitesimal proportion of jobs in this country.

MR. McCLELLAND: If they can get a substantial share of that market, you know, by all means, let's remove the U.S. Manufacturing Clause. We don't really believe we are going to get that large a share of that market.

DR. JEANNERET: With the right to re-enter, I pass.

THE CHAIRMAN: Quite clearly, Mr. McClelland and Mr. Ritchie, my colleagues have covered most of the salient points that have concerned them. Certainly you did make an effort to touch all the points and it was a very exhaustive brief and one which is well worth reading. I daresay you might find a Canadian publisher for it. (Laughter)

MR. McCLELLAND: We might find a foreign subsidiary to publish it.

THE CHAIRMAN: In any event, we are drawing to a close, as I indicated, in our hearings. We started in January and had certain problems which we could not foresee. We hope to be

finished in a reasonable length of time. We are working toward that end. One of the things that I want to ask you is whether or not you, from your vantage point in the literary field, whether you can see the need for or the liability of some kind of body on a national basis or provincial basis which will have an ongoing coordinating, participatory function in this general, broad field of authorship and book publishing or whether matters should be left, in fact, the way they are?

MR. McCLELLAND: That is a complex and difficult question, Mr. Chairman.

THE CHAIRMAN: You see, we had no answer, though.

MR. McCLELLAND: That is right. Well, as stated in the brief, we are opposed to a book development corporation. What is meant by a book development corporation, possibly something patterned on the Film Development Corporation. It has served extremely well its function, in our opinion, but we do not feel that this industry needs that type of assistance. The two industries are not comparable in that respect, either in their development to date or in their financial needs. We are concerned about the establishment of a bureaucratic organization that will sit there and needlessly spend taxpayers' money on things that don't really need doing. It is a small industry and in principle we are opposed to this type of organization. It is possible that a national book

council -- it is probably even that a national book council in Canada would serve the desired purpose. A council that might be composed of representatives from all segments of the book industry and some outside representatives that would meet possibly three times a year, or twice a year for several days to consider developments, problems, that such a council might have a small secretariat of one or two people at the most that would continue to compile information in preparation for their meetings. That type of organization could be very helpful to make representations from time to time.

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THE CHAIRMAN: What you in effect are saying is that there might be such a body as the Literary Council of Canada comparable in status, if you will, with the Science Council of Canada, somewhat comparably constituted and funded with an overview?

MR. McCLELLAND: We would agree with that completely, Mr. Chairman.

THE CHAIRMAN: I note one thing at the very last and then I will go back to something else which is almost germane and I want to ask you a long question and ask you whether you agree with it or not. You said in your last sentence:

"We applaud the recommendations already made by this Commission, but hope that any further recommendations will be of a moderate nature."

I suppose your definition of "moderate" may be much more radical than the average Canadian's interpretation, would that be true?

MR. McCLELLAND: That is right.

DR. JEANNERET: I said: What exactly does this mean?

THE CHAIRMAN: Now, we talked a little earlier about the question of mass market paperbacks, we have talked about the question of the difficulty of legislating this sort of thing and we have talked about various areas on the peripheral aspect of this. As you know, we have in

the past had a hard look at a particular segment of the industry which has taken us into, not only paperback books but also periodicals. In terms of the patrol you galloped by a particular statement in your brief that I would like to take you to and ask you to comment on after I have had a comment and that is on page 27 of your brief and for reasons which may become apparent subsequently, our interest in this may be large. You say:

"Magazine publishing, in contrast, has no very impressive earnings history. Our Government has encouraged Canadian ownership and involvement by excluding foreign-owned magazines (with two notable exceptions) from normal Canadian advertising support."

What I say here is that you galloped by that one very rapidly and gave no names but everyone knows who it is, it is Reader's Digest and Time.

I want to ask you a question. It will take a little while to put it together and then I will ask you whether you agree with me which I think is a fair way of doing it and I think this is a matter of interest to you in relation to other things that you speak about in the countryside, having to do with the national identity and independence.

What you were speaking of here, as I understand it, is the exemption which is provided by the Federal Government from the provisons

of the Income Tax Act which allowed both Time and Reader's Digest to have the benefit of the provisions of that Act which allow an advertiser to advertise in both of those magazines and to claim the expense of that advertising as a deductable item. You will recall that according to a colleague, not of mine but perhaps of yours, who made a speech in 1969, a fellow by the name of Mr. Gordon, he explained that that particular exemption in favour of Time and Life came about because -- and he knew -- that Mr. Luce had great power in the United States through his magazines Time, Life and Fortune and that if he were irritated the results would be most damaging both to Canada and the U.S. administration. I am quoting Mr. Gordon:

> " The Canadian Government concluded quite rightly in my opinion that there was considerable validity in these assertions respecting the influence of Mr. Luce and accordingly the Canadian issue of Time Magazine was exempted from the proposed legislation."

That evidently was the historic reason for its exemption and that exemption still exists.

There have been many people who have commented, more recently in the Davey Report and it was a comment that called for, in fact, termination of that exemption as being, for whatever

reason they attributed to it. It is also interesting to note too, that Times circulation increased from 215,000 in 1960 to 440,000 today and that their advertising revenue in this country has increased from about $4 million in 1959 to about $10 million in 1969.

Now, I suppose my question to you is going to be couched in these terms: Would you agree that there are some grounds for suggesting to the Federal Government that in view of the changing posture between our two countries and in view of the need for Canada in pursuit of a growth of its own cultural identity that it ought to have periodicals and magainzes of its own origin of substance, that they should be encouraged and in view of the position of the U.S. distributors and the control that is imposed upon them largely, would you agree with me that the removal of the exemption for Time and Reader's Digest is either at hand or overdue?

MR. McCLELLAND: Mr. Chairman, I have to answer that one with sort of mixed feelings in that it has been our experience that Time Magazine in Canada is the single most effective selling force for books. A story about a book in Time Magazine, much as I deplore the fact, will sell more copies of that book than any other single event that we know of. Despite that we think that the removal of their exemption in the total Canadian interest is long overdue.

One of the facts -- and it is a fact to the best of my knowledge -- that I think bears on this point is that it is my understanding that in the United States News Week is a very close competitor of Time Magazine, not only in circulation -- I believe the circulation is about 90 per cent of that of Time -- but in every other way. In Canada, because they do not have the exemption, their circulation is approximately 10 per cent of that of Time Magazine as compared to some 90 per cent in the United States and we are giving one magazine a great deal of power in Canada, a great deal of influence in Canada and there have been clear instances, many instances, where decisions that have been made in Canada have been countermanded in the United States, not necessarily in the interests of Canada and, in fact, in some cases definitely not in the interests of Canada. So we would be in favour of eliminating that particular exemption. We do not know how much that would help the Canadian magazine but certainly it cannot hurt. It is going to help it in some way. We need more Canadian magazines, we need healthier Canadian magazines and there are a lot of dollars available there in advertising that is going to Reader's Digest and Time. If that could be siphoned into the support of Canadian magazines or even a part of it, this would be great but we would have to find an outstanding Candian news magazine to replace Time.

I think it is needed. Fine -- we think the exemption should be made. I hate to say that because they do sell a lot of books.

THE CHAIRMAN: Well, gentlemen, thank you for this brief. It has been most helpful. Thank you for your direct comments and for your coming here to participate in almost the last day of our hearings.

MR. McCLELLAND: May I thank you again, Mr. Chairman, for your recommendation regarding McClelland and Stewart. We think it was a very good one.

DR. JEANNERET: Flattery will get you nowhere.

THE CHAIRMAN: We will take a break for about ten minutes.

---Recess.

SUBMISSION OF DON McNEIL

THE CHAIRMAN: We have with us Mr. Don McNeil. Mr. McNeil, we have read your brief. We note, of course, that it was filed at the time when many things had not happened but now have happened and we hope you are conversant with our subsequent actions and I wonder if this in any way modifies what you have been able to tell us in the brief?

MR. McNEIL: In some ways, sir, yes. First off I would like to thank you for reading my brief and inviting me to participate.

THE CHAIRMAN: You might tell us who

you are.

MR. McNEIL: My name is Don McNeil.

THE CHAIRMAN: What is your background?

MR. McNEIL: I teach secondary school in Peel County, in the north of the county in a 1500-student school. My brief has to do with elementary school training and I step into the secondary field. Twenty-nine years preparing it and I come here for this.

THE CHAIRMAN: Now that you have arrived, tell us.

MR. McNEIL: Initially I would like to mention that Jack McClelland who had this chair just prior to me said something which touched me very deeply. He made a slight error. He said that he could leave the classrooms of the nation in the hands of the Canadian teachers and I beg to mention that the Canadian teacher does not have the power that Jack would believe. They are in process of continuing a system that has gone on for years. I left my classroom today in the hands of another teacher and she is continuing the work in John Steinbeck, J.S. Barrie, William Shakespeare. It is with some trepidation that any teacher tries to edge anything with a Canadian content into the classroom situation on Ontario in 1971.

THE CHAIRMAN: Why?

MR. McNEIL: I suggest to you, sir,

that our courses were built by machines, by large systems and I hope to point out to you this morning some of the changes which have gone on but I did want to make that point clear first.

THE CHAIRMAN: We understand that the teachers these days have a pretty broad base from which they can move in their own particular disciplines and with regard to the selection of reference books and things of this kind apart from Circular 14 which is a pretty broad based document that they can infuse Canadian authors if they wish to do so. Have we been misled?

MR. McNEIL: That sounds nice in words, Mr. Chairman. What each teacher receives to my knowledge currently is a sheaf of notes which say, "Teach in the fall terms, the spring term and the final term".

THE CHAIRMAN: Where does that come from?

MR. McNEIL: Usually, sir, from the heads of departments in each county in Ontario.

Now, it is with this in mind, as I said at the beginning of my brief, that the Inspector of this Board controls the scheduling concept. I want you to know that I am here as a social responsibility and to sort of soothe a conscience that has been bothering me for some time. I mentioned where I had gone to school earlier and I went to school in Vaughan Township, secondary school in Orangeville and went to the University of Waterloo.

The problem that I came here today to speak about, I meant back in Grade VIII when I first faced a teacher whom I feel very deeply about today. I asked him why American? He patted me on the head and said "Just keep writing. We have bought the books and the system goes on". As I mentioned in my brief, I went to secondary school. I began a newspaper and I had the chance to sit down and for the rest of my peers and my teachers indicate that there was a problem, that there were not enough Canadian texts in my lessons and that something should be done about it. I met with the principal, I met with friends, I met with adults and they all led me to believe that we just did not have the expertise behind the pen. We lacked something. So I left my editorials and graduated and went off to join the shuffling masses, as I say, as a teacher in the elementary school and, boy! Boom! Right in the face, four years straight I shared in the buying of American texts for my Canadian classrooms. No way out of it!

DR. JEANNERET: What grade?

MR. McNEIL: These were little people all the way from Grade I and Kindergarten to Grade VIII. The books were stacked and lined up along the walls and we were spending immense amounts of money even in Albion Township back before amalgamation of Peel County, I assure you. I left that behind and went to University and I had the chance to take one University course in Canadian

English, not because of choice of university, largely because, gentlemen, our universities are not prepared to teach Canadian literature and provide a background for teachers to go to the classrooms with. For this reason, I made my points clear and they said "Go down to the bookstore and buy some books". I did and they joined under my arm and I graduated and returned for a year of elementary teaching with a conscience that now is beginning to break out at some point.

I left elementary school teaching and I got a chance to go to Mayfield where I am now in my second year and I walked into that course that you gentlemen just asked me about, I walked into a hand-made course: Shakespeare, Steinbeck, J.S. Barrie,every other culture. So a search in my first year, nothing. Last year for the first time a man named Jim Foley in Port Colborne Secondary School, instituted what he called a Canada Day. It was unique because he had about seven or eight authors, a few poets of Canadian origin come to visit his classrooms at Port Colborne. In a letter he informed me that not only was it unique, but it was the only secondary school in the Province of Ontario which was making any kind of inroads into Canadian literature in the classroom and it was novel, a once-a-year affair, "Come along, kids, the authors will be there and you will have a chance to talk to Hugh Garner, Hugh MacLennan and various other people who are Canadian."

Jim built up a sizeable library of

Canadian material and he claims to me it is the best in Ontario at the moment and I have yet to see it personally because other problems have come in the way. Then I got a chance to write a brief to you people, knowing what was going on. I was instructed that the publishing companies were behind it 100 per cent, the writers were behind it 100 per cent, they will come to your secondary school and set up the whole thing for you and the students will enjoy it and have a chance to participate at a basic Canadian level. Good.

Then I tried it. Zero! That is where it stopped. It was just like walking into a wall and they said "That is fine, Don McNeil, you set it up". "Thanks a lot." With my brief in mind, Jim in mind, I have made these points up. Very few high schools offer a course in Canadian literature and one reason is the lack of qualified teachers in the Canadian field. Few have had any opportunity to take a course in Canadian literature at universities. They don't prepare our teachers to go to the classrooms knowing about some of the people I have named, and there are lists here I have of other poets and writers of some note.

Secondly, publishers usually divide their books into trade and education. Schools receive the ones that are educational and they don't receive the trade variety. What Jim instructs me is that in trade catalogues are some of the best ones. Schools are not receiving those.

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DR. JEANNERET: What do you mean "receive"?

MR. McNEIL: Probably for library work, our heads of departments.

DR. JEANNERET: You mean purchase or do you mean just free?

MR. McNEIL: I don't quite understand that aspect, sir. I know trade catalogues are not going to perhaps the correct hands. They are receiving educational material. The trade catalogue is a much better example and gives a much better view, it is larger in scope. These are not disseminated or sent to our system.

I mention here too the critics. I suggest to you gentlemen that some of the criticisms of Canadian literature are completely unfounded. I suggest to you that people such as Paisley, Rye, Sutherland, Nugent, and Macpherson and others reveal inconsistencies, they reveal contradictions with one another and also a lack of standard. They never let us know. Canadian students are disgusted with this work being used. This bothers me.

I have a fourth one here I should mention. A Canadian work of literature. It seems it is condemned for the very same reasons that an American or British one is praised: Because it is uniquely Canadian, destroy it, cut it down, make it shoddy.

A quote I have here is Marcus Aurelius said:

"One of the functions and responsibilities of literature is to defy nationality in the act of describing it, describe it and dramatize it."

In my classrooms especially in Port Colborne, people are equated with identity which we don't have yet, with our nationality.

Another writer that I went to dig up, a man named Marshall who said:

"Identity is not something we are born with. It is the accumulation of countless insights, experiences that gradually blend into a recognizable shape and tell us who we are."

Currently that identity is being tried in a very major way in every Canadian secondary school and perhaps in elementary schools because of the size of our systems. I suggest to you men that the personality that is Canada is just beginning to surface. The great Canadian novel is not yet written. We know about Steinbeck and Faulkner and the French writers. We know about the Irish writers, but nothing uniquely Canadian. The great one has yet to be written. Critics, as I have just indicated here, differ so very much about this thing. If I go searching for a Canadian literature there is so much to purchase from and so many critics. It is an odd thing, but a man of the"now

generation," Leonard Cohen, a British-Canadian who found something the B and B Commission didn't find. There is Canadian unrest over Americanization. They were unable to see that through that veil.

THE CHAIRMAN: I don't think Leonard Cohen has a monopoly on that kind of situation, or any of us. I understand what you are saying and I am sure my colleague does. It is a matter of great emotional concern to you and I think it is to us. I want to ask you -- you are telling us these things -- what you are speaking about in relation to the system in which you find yourself occupied.

MR. McNEIL: Yes, sir.

THE CHAIRMAN: I am sure you are a first-class teacher and are personally concerned with this on a local and international basis. You are operating inside a system that you have told us about and, in effect, what you are doing is speaking to us in terms of a need for a change of the framework of that system which would more properly reflect a Canadian culture, a Canadian literary input achievement. Yet, within the hierarchy of the structure in which you find yourself, what is it that you have done in order to change it in those terms, in terms of the central organization of the County School Board? Whose head have you been hammering there or have you approached the Department of Education and the people who set the so-called curriculum in the English aspect? What

have you been doing in this regard?

MR. McNEIL: My real inroads in this situation have gone as far as my friend, Jim, only by letter. He shares the same concern. Some of my superiors at secondary school -- you see, Peel County is the sixth largest in Ontario, has a $50 million operating budget yearly. To try to change courses, to try to change attitudes about Canadian literature and, in some cases to have them accepted, because of what we are as Canadians, we are unsure. If I give a teacher a Canadian book and an American novel, I can be almost certain he will pick up the foreign-controlled one, rather than try something that is Canadian. I know this from the students. You say where have I gone and that is two of the places.

DR. JEANNERET: I think the Chairman has made a very good point. Now, Mr. McNeil, you are a very articulate young man and if you can write as convincingly as you speak, then, I want to assure you there is a very substantial market out there to publish what you write. I think you should get busy and do more writing, if you haven't already, and there is no doubt about that. I kept asking myself when I read your brief and when I listened to you as to whether or not you had, to any degree, exaggerated the Americanization of the textbooks which you were subjected to through university at least, and which you had access to as a teacher in the classrooms at all levels. I can't help but think

perhaps you have. I mean, after all, Circular 14 is 87 per cent authored and Canadian produced. I realize and you realize that Circular 14 is lacking in many respects, but this is quite true even going back a few years. You have to go back a bit -- do you feel you have exaggerated that to any extent? When you talk about textbooks, you say "We were always quietly aware of (this was at the El-hi level) the foreign control of our publishing houses and the importing of foreign schooltexts for our use".

Can you name some of these school texts? I am not talking about the literature like reading Shakespear or Steinbeck. That does not bother me terribly, I am very sorry, I would be very sorry, if we tried to teach our children something about literature and did not have them read Shakespeare and Steinbeck but what are the books that you are speaking of? I am not disagreeing with you, I am on the crest of what you said but I am wondering about your emphasis here.

MR. McNEIL: Perhaps I did get emotional about the whole thing as an adult looking back. I do not have exact names for you but I can remember seeing in the grade 8 classroom and asking questions about it.

DR. JEANNERET: In the grade 8 classroom I asked you if you had any textbooks that were not Canadian. Can you tell me any you had that were not Canadian? You give the impression that they were all not Canadian. I am asking you, were there any that were not Canadian?

MR. McNEIL: Do you mean were they strongly American?

THE CHAIRMAN: What you say here: "The impact of foreign control and foreign school textbooks for our use."

Tell me of some of these school textbooks that were

brought in for your use.

MR. McNEIL: I am not able to at the moment.

DR.JEANNERET: I am not sure that that is a fair representation.

MR. CAMP: In any event, you seem to have escaped the apparent danger of being brain-washed or having your spiritor sense of being Canadian diminished by it. How did you survive this onslaught?

MR. McNEIL: It really does not sound that way, Mr. Camp, because I left home as a teenager and supported myself, my parents are divorced. How does one stay a Canadian as I mention in my brief by carrying around a foreign textbook which I was forced to do and especially at the university level, a very learned professor said, "There is not anything that is applicable that is Canadian. You will have to buy American material to learn your lessons by."

DR. JEANNERET: Name the subject or the course.

MR. McNEIL: Economics.

MR. CAMP: I say that is close.

MR. McNEIL: Geography texts.

DR. JEANNERET: At the university level?

MR. McNEIL: Yes.

DR. JEANNERET: You impled that the Canadian authors were published but unread.

You said that they receive very little academic acclaim. I wondered what happened to the books that they did write or did they write any?

MR. McNEIL: Jack McClelland before me said the good sale of a book in Canada was 2,000 to 5,000.

DR. JEANNERET: You are talking now of generalization.

MR. McNEIL: Even the university community does not prepare the teacher to go to the classroom to teach Canadian material. There is a drastic lack at the university level and when teachers go to the classroom the only thing you can do is fit into the established order of things.

MR. CAMP: What was your university?

MR. McNEIL: Lutheran.

DR. JEANNERET: Waterloo.

MR. McNEIL: Yes, sir, one Canadian course I took -- English. The one that was available and my friends lead me to believe that this is universal.

THE CHAIRMAN: Well, Mr. McNeil, you have obviously made an impression on us and we appreciate very much your viewpoint and we will consider it as we are working towards our final report. I think it is fair to say that obviously you are a young man who feels strongly about your country. There are going to be many opportunities facing you to do something similar. It may be in terms of presenting briefs, putting

forward your point of view, getting others in your profession to put forward their point of view. This is the kind off attitude and approach which the educational system needs and which the country needs. I think what we will dois to advise you to keep on with this but do not confine it, see that others do the same thing and one of thermain exercises in life is to influence the course of events. That is a target that you can usefully follow and something which you are doing right now.

We appreciate having your brief, we appreciate having your comments, obviously you have got a lot to talk about within the framework and structure in which you operate.

Thank you very much.

MR. McNEIL: Thank you, sir.

SUBMISSION OF REVEREND H.R. ROKEBY-THOMAS

THE CHAIRMAN: Now, we have with us the Reverend H.R. Rokeby-Thomas. Is that the way you pronounce your name, sir?

REV.ROKEBY-THOMAS: Yes, sir

THE CHAIRMAN: You have given us a brief dated March 1st, 1971 and, indeed, certain things have occurred in the intervening period but I do not know if they will bear too much on what you have said to us in the brief. If you would like to tell us what the main points are

that you wish to present to us, we have read your brief but if you would speak to the main points we would appreciate it.

REV. ROKEBY-THOMAS: Mr. Chairman and gentlemen, I think what prompted me first of all to be concerned with the brief was that I thought that you would get a good deal from the point of view of publishing houses and trade and so on and maybe not so much from other groups. I have become one of those people like many who feel he should write a book and I have used whatever efforts I had in marketing the manuscript and inevitably coming to the conclusion with that type of work that you got nowhere unless the Canadian publisher could find an American publishing house to go into it with him or an American publishing house found it to be acceptable.

Whereas the thing I was writing was basically in context Canadian, I found this was quite a damper with the Americans, when you talk about the Canadian Arctic. How many times I find they talk of the north and think it is all Alaska. This is their point of view. I felt that the crux of the thing lay possibly in the economic field, that the Canadian publisher who is prohibited by the printing arrangements and so on, the economics of printing, to find a market in the United States and as long as we accept that situation in relation to the United States we find that there is this plain economic barrier. This really was

the main point.

I might add that since I wrote the brief my wife's book has been accepted by an American publishing house. That really was the main thing. I was very interested in the discussion of the speaker on the second discussion back. I was very interested in the mention that came up of Time and Reader's Digest because I was one of the people who, for many years, battled with the government over that question and this is when I was advertising manager of the Canadian Churchman and on behalf of the Canadian Church Press I made many trips to Ottawa. I knew many of the people in the Cabinet there and I remember at the time when one Cabinet Minister when I thought the Church Press was not getting a fair show in circulation and the advertising picture, pulled out a copy of Time and said,"This has the Prime Minister's picture on the cover". This tied up very much with what I felt in many Canadian --

MR. CAMP: I understand it.

REV. ROKEBY-THOMAS: With the peculiar position at that time we had particular studies to occupy us and I think this goes through the whole thing, the book publishers and everything. They all operate under this handicap. I would not want to go on record as being anti-American, I have good American friends but they are 200 million and we are 20 million.

THE CHAIRMAN: They are not anti-

Canadian either but they are bothering the hell out of us at the moment. I am using a reverend expression.

REV. ROKEBY-THOMAS: If you go back to my predecessor in the textbook field I have some familiarity with that because both my sons in recent years have been through Canadian universities. As a matter of fact my younger son is teaching in Australia at present and I have all his textbooks at home on my shelf. I am rather horrified that so much original American textbooks and so much American material are used in the schools. I will not say there is no Canadian material. But I think sometimes we have to put our two feet on the ground but I went through that experience. This is going back many years, with both Dent's and Macmillan's where they said that they could not undertake it although it needed to be published, without an American house. I realize that anything about the Arctic was entirely Canadian and that a lot of the Americans just did not feel that it appealed to them.

DR. JEANNERET: What part of the Arctic was that?

REV. ROKEBY-THOMAS: That was Cambridge Bay. I wasthere for five years and I have kept up an interest in it since. Then I did not believe in doing a lot of writing too much on speculation. But now I am working on another

manuscript and I know I am going to run into exactly the same sort of thing. It is a manuscript which should find a Canadian publisher and he is going to feel that unless he has an American to go in with him that it is not economically feasible for him and I know that the point of view is not going to be -- I mean it is going to be fair but there is going to be that in it which I know they will not feel is their side of the fence.

MR. CAMP: On your wife's manuscript, did she find an American publisher in the United States or Canada?

REV. ROKEBY-THOMAS: In the United States. Hers, of course, is fiction, it is children's stories. I just was anxious that the Commission should get a little point of view, not necessarily from the publisher but from the church groups.

THE CHAIRMAN: That viewpoint is most welcome.

REV. ROKEBY-THOMAS: And I appreciate very much the Commission listening to me.

DR. JEANNERET: I just make the observation and I will not pursue it here and that is on the one question of the influence of U.S. copyright legislation on access to the American market for Canadian publishers it appears that your conclusions are founded on a very substantial misapprehension of the actual

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situation.

REV. ROKEBY-THOMAS: Possibly I was thinking of the printing.

DR. JEANNERET: You are talking about the manufacturing clause but you are misapplying that because it does not hold up Canadian publishing by Canadians in any way from access to the U.S. market. We can go into that at another time if you want to clarify it but we would not have time to do it now. I have read your brief with great interest, though, Rev. Rokeby-Thomas.

THE CHAIRMAN: Well, thank you very much, sir.

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SUBMISSION OF MR. JAMES MILLER

THE CHAIRMAN: We now have with us Mr. James Miller, Commercial Director, Sarnia St.Clair Secondary School.

MR. MILLER: That is correct.

THE CHAIRMAN: You gave us your brief earlier on and you indicated that if we wished to talk with you to clarify any points in the brief, you would be available. I wonder if, during the intervening period you have had any different views in relation to what you wanted to tell us or what you had put to us in the first instance?

MR. MILLER: Briefly, to review this, I have had six years' elementary school experience and then went into the secondary school system in history and geography for three years and I moved into the business field, accounting and business law for three years and became Vice-Principal for three years and six years ago I returned to the classroom as a full-time teacher and, consequently, became commercial director teaching secretarial subjects. I have what I consider a pretty broad range of experience.

When I wrote to Mr. Fleming, I told him I wanted to appear if the Commission were going to make recommendations pertaining to Circular 14 and he informed me you are going to make recommendations with relation to Circular 14.

THE CHAIRMAN: We are contemplating this. We are contemplating making certain comments with regard to Circular 14.

DR. JEANNERET: Within our terms of reference.

THE CHAIRMAN: Whether we actually do make comments remains to be seen, but in any event, we are very interested in Circular 14 and its ramifications and what you might have to say about it.

MR. MILLER: My view with relation to Circular 14 is that it is too restrictive on the professional teacher. At the time I submitted my brief certain things were still possible but since I have submitted my brief certain things are no longer possible. For example, at one time, if you wished to supplement a text in the classroom that was not on Circular 14, you were permitted to buy the class set, 25 to 30 books.

DR. JEANNERET: Who permitted you?

MR. MILLER: The Department, I would have to assume. There are certain channels, the chap from Peel County pointed out, you must follow and they are numerous and extremely difficult to go on up the ladder. A case in point, a year ago, about the time I submitted my brief, I also submitted a course of study for a senior course in consumer education to the Department of Education. This course was approved and as part of the course submitted, I submitted three textbooks I wished to use.

Only one of the textbooks am I permitted to use. The unfortunate part about this particular course is that the best text, I must admit, was an American text that was Canadianized by two Canadian teachers and published and bound in Canada and yet this text is far, far superior to the text I am now using.

Sometime between January and April a ruling apparently came down from the Department of Education and, as a classroom teacher, nothing is ever put in writing, so I can't prove it, I am sorry. I must take word of mouth and believe everyone is telling the truth along the way. The new rule became that a class set of any book not on Circular 14 could be no more than 12 copies. Obviously, I don't teach any classes that just have 12 students. The majority of my classes have 30 or more students in them. So this ruling is quite restrictive. At the present time you may be aware the Department of Education publishes guidelines and not courses of study as they did in the past. These guidelines are what the name implies and from the guideline the teacher then must construct a course of study to meet the needs of the students. Of course, this is the responsibility of a professional teacher. There is no doubt about this. On the other hand, a teacher is not then permitted to select the textbook he wishes to use, should that text be not listed in Circular 14. This is an extremely restrictive policy.

A couple of other points that I would

like to make. The colleges of education -- I might say I have had five summers' experience teaching at the college in London -- when they are training teachers they are under no obligation to use textbooks on Circular 14 and there is a strong possibility, in fact, it is a fact in some cases, that in their methods courses teachers are being trained on texts that are not on Circular 14. It is rather amazing that approximately 1 per cent of the Board's budget, or $10 per student is spent on textbooks. That is the guideline of $1060, $10 a student. It is indeed unfortunate that a Board can spend 99 per cent of its budget wisely on behalf of the students and then be faced with the possibility of having to spend the remaining 1 per cent on texts which are not necessarily the best. This 1 per cent is the second-most important expenditure which a Board of Education makes on behalf of its students. First a good teacher: secondly, suitable textbooks. These are the two most important things. Teachers must have more say in the selection of texts than the Act now permits. If, as a teacher, I am responsible to construct the course of study to meet the needs of my students, does it not follow that I be permitted to select the text which will best help my students to succeed in their studies? One of the great anomolies in education is that the teachers in the colleges of applied arts and technology which are run by the provincial government can select

their own texts in consultation with their administrators. However, the teachers licensed by the provincial government in Ontario to teach in the elementary and secondary schools in this province do not have the same freedom of textbook selection. It almost implies that the government doesn't trust its own licensing policy.

My final remark would be that I could create far better learning situations for my students if I were given the professional prerogative of selecting my own texts. I realize there probably has to be some control and I would be quite willing to submit to the local control of my own School Board administrators because then, when I present a text, or at least locally I can appear before the Board and give my reasons. The Department refuses to use a textbook and you can't get in to see the Deputy Minister very readily and if you live in Lambton County like I do, it is quite a way down here.

Basically, the tenor of my brief is that I believe the teachers must have the freedom. Earlier one of the gentlemen said he believed Circular 14 was rather broad. I pointed out in my brief there is only one textbook listed in data processing on Circular 14. There are four texts listed in accounting but if you don't accept those four texts as being the recent philosophy in accounting, then, they are no good to you but you are supposed to use them.

THE CHAIRMAN: I think that remark was in connection with the English aspect.

MR. MILLER: I am sorry, I apologize.

MR. CAMP: This is a very special field, isn't it?

MR. MILLER: Business education, technical and vocational education is very special. As I pointed out in my brief, in typing texts it is still the same keyboard in Canada as in the States and the 1130 computer is the same on both sides of the border. I named what I consider three typing experts in North America and yet their text is not on Circular 14. Another interesting point that has come up since I submitted my brief is that within these guidelines, this one -- here is the introduction to accounting guideline. In here are shown texts. None of the books in here are on Circular 14, which means they are showing texts or learning materials -- they don't call them texts -- in their own publications that I could not use in my classroom beyond 12 copies and some of the texts in here are excellent. The guidlelines are excellent because it forces me, as a teacher, to go out and look at other materials.

THE CHAIRMAN: Have you made a submission of this kind to the Department of Education?

MR. MILLER: No, I have not made a submission of this kind because there does not seem to be any route to this. I submit my textbook

requests to my superintendent of program, who then forwards them to the regional office in Toronto. If they don't wish to make the decision, then they forward them on to Toronto. It is rather interesting to get a new course of study in the schools of Ontario and there are about 7 people and/or groups who can deal with it along the way.

MR. CAMP: I follow your argument and I am impressed by the authority or the experience that is behind what you are saying. You are dealing in a very narrow field within the overall educational picture, if that is a fair thing to say.

MR. MILLER: Yes, but even ---

MR. CAMP: Nevertheless you do make the value judgments. I am not questioning your ability to make them, but you say there are texts that are better?

MR. MILLER: Yes.

MR. CAMP: According to somebody else's judgment the texts that are approved are, in fact, as good as or better.

MR. MILLER: The Department policy, if you read the Minister's last report, the Minister of Education, he states in here that -- he says "wherever possible" but I think Circular 14 is practically 100 per cent Canadian.

DR. JEANNERET: 87 per cent.

MR. MILLER: I read it through a couple of nights ago and I won't discuss that point. He states within his most recent report that wherever

possible Canadian texts are used. That does not mean that is the best text and I can assure you, I am a strong nationalist and love my country and everything else, but I also love my kids both at school and at home. Whether or not I am just talking about commercial and vocational education, I want my own boys as well as my students at school to have the best, whether it is from Australia or New Zealand or wherever. 1 per cent of the budget is spent on texts and it is a very crucial 1 per cent.

MR. CAMP: What you are saying is the Minister makes the statement that "wherever possible," then he doesn't mean to say wherever possible where the student will not be victimized by the selection or prejudiced by the selection. You are just saying wherever there is a Canadian text, that goes in and nothing else?

MR. MILLER: I will try to find it.

MR. CAMP: What does "wherever possible" mean?

MR. MILLER: May I just read:

"The policy of listing wherever possible only textbooks written by Canadian authors which are printed and bound in Canada is to be continued."

DR. JEANNERET: Could I ask you a question on this, Mr. Miller? I am interested in the point you are making and you are in a special arts field and so on. Without in any sense taking a

position here regarding Circular 14, let us look at the other side. Let us suppose, for argument's sake, that there never had been a Circular 14. Let us suppose there had never been any guidelines with regard, or policies with regard to the preference of Canadian materials. Not only would there be, surely, an almost impenetrable jungle of books in use, but there would be no coordination whatsoever of Canadian book writing and Canadian book publishing. I think this is reasonable to assume because there would be no way for a publisher to estimate markets or to plan original Canadian books. It would be a plain spillover dumping ground for the run of an American book or British book and they might be very good books in certain cases, as you have pointed out, but you have a particular problem here. Perhaps it should be possible to solve it, but would you advocate a situation where there is a complete lack of coordination in this area with the result that there would be no Canadian publishing done to speak of, except perhaps Canadian history or something of that nature?

MR. MILLER: Now, it would be logical for me to agree with you, but by agreeing with you I defeat my own argument.

THE CHAIRMAN: Surely you do not defeat your own argument in the frame of your own particular discipline. You have got a particular course which you claim was within the frame of that. There is not the expertise in Canada in this one particular field. What you are saying in the particular scientific field -- it is a science you are teaching -- there should be in the sciences at least a greater latitude and some opportunity to have better material.

DR. JEANNERET: If you are very successful, Mr. Miller, at teaching data processing and 10 per cent of your students end up in university in that sort of a field and perhaps 10 per cent of those, one per cent of the whole, reach the stage of expertise that they might wish to write a book, do you feel that they should be put under the disability that you are willing to put the potential Canadian author of a book on data processing under, which is, "You can't have the American market because you can't get to it and you can't have the Canadian market because we won't give any preference to it either". You are creating a dilemma here,

MR. MILLER: I agree but I am being, I admit, very selfish. I am merely looking at the problem of am I doing the best job for my students?

DR. JEANNERET: At this moment.

MR. MILLER: Yes. May I state

that Circular 14 was probably, if I may use the words, a valid publication in the days when the Department said "Thou shalt teach this" and they listed the topics, 1, 2, 3, 4, et cetera.

DR. JEANNERET: But it has grown from 50 books to some 1700 in the last few years.

MR. MILLER: At that time the Department listed the topics, 1, 2, 3, 4 that you had to teach. A person who wished to purchase a book obviously covered those topics, but now the Department doesn't say "Thou shalt teach 1, 2, 3, 4, 5, 6"; they give you a guideline and you must develop your own course of study.

DR. JEANNERET: Maybe you have too much scope for developing your own course of study.

MR. MILLER: I don't think so.

DR. JEANNERET: I don't think so either.

THE CHAIRMAN: Well, it seems you have got a valid point. You have obviously made it well to us. I should think the place, clearly, to make it, again within the framework of this structure in which you find yourself operating, you belong to a structure which comes from the top echelon of the Department of Education down to a County school and you had better hammer that situation if you can.

MR. MILLER: You have no idea how difficult it is and I sympathize with my young colleagues in a classroom to make a change. I came down here this morning, I was up at 5:30, I submitted

the brief and started out because, if you gentlemen, as you say, are contemplating making suggestions for Circular 14, if I could convince you or influence you in any way that you stand a far better chance of having a meeting with the Deputy Minister than I possibly would ever have.

DR. JEANNERET: You are in a field where 30 or 40 copies of the same book are still the norm but we are told that this is not the normal situation at all in the schools any longer, that a classroom set of 30 books is the exception rather than the rule today. That is what we are told.

MR. MILLER: May I ask by whom?

DR. JEANNERET: By almost every educationist who has come before us.

MR. MILLER: Can you tell me who you mean by an educationist? An educationist is someone who is not in the classroom. This term "educator" hurts me. You are not considered an educator until you leave the classroom. I maintain the educator is within the classroom. Once you leave the classroom you are an administrator. For 21 years I was an administrator.

DR. JEANNERET: Books on Circular 14 are not normally sold in classrooms, such as they used to be. That is a statement of fact.

MR. MILLER: But if it is on Circular 14 you get a text for each school.

DR. JEANNERET: You are in an unique situation.

MR. MILLER: I am having a little trouble understanding you when you talk about these class sets.

DR. JEANNERET: The normal situation is to make use of a number of different books in a classroom and buy three of this and six of that and one of each of a number of titles, and it is in this area that Circular 14 is losing its effectiveness at the present time -- not in the teaching of typing or the teaching of, perhaps, data processing the way you teach it.

MR. MILLER: I can see your point if one is teaching history or geography or social sciences, yes.

DR. JEANNERET: Or English.

MR. MILLER: Or English, but certainly if you are teaching a technical-type subject such as typing and data processing, it is to your advantage for the basic text to be one that every student in the room has.

THE CHAIRMAN: I think you have made your point very well. I can assure you that the transcript of this particular discussion and the brief that you have got will be transmitted and sent out to the appropriate secretary of the Department of Education. It might be a point of beginning.

MR. MILLER: Thank you very much.

THE CHAIRMAN: Thank you for coming, we appreciate it.

---Adjournment

Government
Publications

ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

Mr. Richard Rohmer, Q.C.	Chairman
Dr. Marsh Jeanneret	Commissioner
Mr. Dalton Camp	Commissioner

Mr. Robert Flemming — Executive Secretary

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Hearings held at 252 Bloor Street West
Toronto, Ontario, December 9, 1971

This transcript has not been edited, corrected or revised by the Commissioners, but may subsequently be edited, corrected and revised

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Toronto, Ontario

Toronto, Ontario
Thursday, December 9, 1971

---On commencing at 10:30 a.m.

THE CHAIRMAN: I think perhaps we can begin. This is the last session of our public hearings in relation to book publishing generally. We have further hearings in relation to other matters that have been brought to our attention by the government of Ontario. This will be our wind-up day as far as these public hearings are concerned. We consider it highly appropriate that we have the creative sector of the book publishing industry here with us today. We are most interested to hear what the writers have to tell us. We think their contribution to our work is going to be most important. I might say, from a personal point of view, we all speak for ourselves on this side of the table, but from my own point of view I am becoming more and more concerned about the whole question of the atmosphere of this country in terms of the authors and what can be done to improve the atmosphere for writing and authorship and literary endeavour in this country. I think this is becoming more and more important as we proceed. This is very much on my mind and I am sure it is on the minds of my fellow Commissioners. We welcome you and Farley may tell us why we are all here and how it started, but that is up to him. We are delighted to have you here and we are most interested to

hear what you have to say. We will ask you questions and I am looking forward to a very informative session this morning.

Farley, I think you are going to lead off, are you not?

MR. MOWAT: Thank you, sir, very much. Well, who we are it is necessary to define us. This little group sitting at this table doesn't pretend to represent all the writers in Canada. That would be impossible. What we do represent is ourselves as a group of fully professional writers and we believe that, because we are fully professional writers, that our problems are universal problems with the writing fraternity in this country.

I want to make the point that the group before you today does not include any literary dilettantes. We are writers of books, if not always full-time, that is only because we cannot always afford to spend all of our time writing books, because we can't survive on that alone. How we got here is purely accidental. One of the most beautiful accidents that could only happen to writers who are, in many ways, inconsequential people. As Mr. Rohmer well knows it happened at a party that was held by a publisher at which I had the misfortune to take that last drink and I saw Mr. Rohmer and I was filled with fury at what the Commission -- what I thought the Commission was doing, so I dashed up to him, accosted him and said "Look, you

neglecting the primary producers. We, the writers of Canada, want to be heard". To my horror and chagrin he said, "That is exactly what we want to hear. We will give you a day. Come and talk to us". This just threw me into a complete state of paralysis. I have been trying ever since to work out some functioning method of meeting this promise that you have given us.

It is very important to note that we are not here, either individually or as a group, to register individual beefs, individual complaints against the system. Every writer here has done what they have done and have come up the hard way. We have all worked bloody hard to what we have got. We are not making an issue of that. That is over, that is past, that is done. The basis of all our submissions today, all our conversationsis that we are concerned and very deeply concerned about the continuing, the on-going flood of writers in this country. So, please do remember this and I ask the press to remember this specifically. We are not asking for any more, anythng including money for ourselves / we are asking for our society to produce a condition that will be advantageous to new writers coming up.

Why do we bother? What is the value of the writer in our society? We think that we are probably the only people left in Western society who are absolutely free to speak our minds. We are the only people who are not associated in any way with commerce, while we are peripherally

with publishers, but you could hardly call that commerce (laughter). We are not associated with sponsors. We may or may not have political affiliations, but we are not directly, any of us, the tools or the right-hand of politicians. We think we are the last of the free people in this society. We are untrammelled people. We serve many purposes in it. We are able to entertain, which is vital in a world which is going to the dogs. We are able to educate and, in fact, we are the educators. We are able to interpret what is happening in this world and maybe we are the only ones who are able to do this without control. We think we are the watchdogs and the only watchdogs that the Canadian people now have. We think that with us rests essentially the Canadian identity, the Canadian consciousness. Whatever there has been in the past of a Canadian consciousness, it is almost entirely due to writers, not to the businessman, most assuredly, not in recent times, due to the political atmosphere. If there is such a thing as a future for Canada, we believe it will be due mainly to writers. We do not believe that Canada can survive without us. If Canada wishes to survive, and I am convinced, and I think all of us are, that most Canadians want this country to survive, then they must wish that we will survive as well, not just as what we have been in the past, peripheral to society, but as strong viable elements in the society.

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A Friend of mine who is almost anonymous, called Jack McClelland, once wrote that writers are the most important national asset of this country. With this basic statement, we do not wish to disagree, but another statement of his in which he said, "In book publishing the author's interests are paramount and any publisher who forgets this simple fact is in trouble", we feel requires amendation. We would like to put it this way: The author's interest should be paramount and not only to publishers, but to everybody in the trade, printers, right down the line, booksellers, librarians and so on. None of them should forget this simple fact.

So we think we have a problem in survival.

First, in this area is the fact that we have no power base. We are almost totally dependent on publishers, reviewers, the trade, the whole structure. We, ourselves, have no power base in a world where everyone must have a power base to survive.

The next point is that we are almost inexorably caught in the squeeze between U.S. and English publishing.

The next point is that Canadian writing in general lacks a solid, economic base. We just don't have it.

The next point is that we lack status and position. Now, it may sound odd -- I am

not pleading on our behalf for status and position -- I am only pointing out to you that, if you are going to function in society today, you must have these two things. I, personally, abhor this fact but I recognize the absolute necessity of it. We, at the moment, are rather peripheral in Canadian society.

The last general point is the difficulty of being heard. This is becoming increasingly a problem for all of us. Magazines are becoming fewer, book publishing is becoming tighter. There are fewer and fewer outlets for young writers. If I was a young writer today, faced with the necessity of trying to break my way into this business, I think I would either get drunk, cut my throat, or join IBM and all three are about of equal value (laughter).

Now, we have some specific suggestions to improve the generic situation that confronts us. I am going to give you the overall areas and then each area will be covered in some detail by a member of our group. The first is that we require a new system, a brand new system of grants and subsidies, awards and incentives. The next is that, for once we are making our voices heard for a demand for the protection of our rights as authors, as primary producers.

The next is that we require -- we do not demand this because we recognize the difficulties the publishers are in -- to require a better deal with the publishers and with the entire book trade.

The last point -- and it may be the most important -- we must have better, improved markets, not because of the money that comes in from these markets, which is important to us, but because we have to have a broader spectrum of readership. We have to be more available to the people of this country than we are now. The procedure which we will follow will, perhaps, be explained to you by the Chairman. Before he does so, I would like to make one concluding statement. The Canadian literary scene is, as far as I can gather, almost unique in the Western world, perhaps in the world, in that it has been since its beginnings and it remains dominated almost entirely by dilettantes and amateurs. There is a body of professional writers in this country and we are no longer willing to tolerate this situation, nor are we willing to be treated any more as a peripheral element in the Olympian homes of the dilettante interests or in the publishers' interests. Although it goes very, very much against my personal grain, and the grain, I suspect, of practically every professional writer in this country, because we are first and foremost individualists, that is where our strength lies, we now feel that we must organize, not essentially to protect our own position, but to make bloody good and sure that there is a position and the position will exist for young writers, for people coming up, one which will encourage imaginative,

and talented people to take up the pen in increasing numbers and the subsequent effect upon our society which we are sure will be of advantage to society.

We are going to form our own union and we are going to work very strenuously for all the things which will be described to you by the other people here.

Thank you very much, sir.

THE CHAIRMAN: Thank you, Mr. Mowat. I take it all this has come from your rushing up to me at the cocktail party?

MR. MOWAT: It is entirely your fault. If there was a union formed, sir, I may tell you that you will be the man who will have to bear the blame. (Laughter)

THE CHAIRMAN: My understanding is that you wish to proceed on the basis of having certain members of your group speak to certain parts, certain concepts, and the first is Mr. Helwig, in terms of grants and subsidies, awards and incentives.

MR. HELWIG: This is obviously a central and crucial area, particularly with regard to this situation since it is the area which one is talking about, direct government spending, in many cases with relation to books and publishing and authors.

I think probably one could get a fair bit of agreement on the fact that in the economic situation in Canada, where publishing is perhaps somewhat a frail flower, that some kind of support is needed for publishing and writers and that kind of support has rarely been given. There are a number of ways in which this support can be given and I think they are very great and when Farley suggests we need a brand new system I am certainly not here to outline it, I am simply going to discuss a number of areas that have occurred to him, to me and to others here as being areas where change might be considered or where more action might be considered in order to make publishing and writing more vital.

The area of awards is a rather specific one and probably the most important single matter about any literary aware is that it is a public declaration and by making a public declaration the group granting the award,whether it is the federal government,provincial government or publishers' group or any group at all, makes a public declaration that they consider this book to be important. Therefore, it becomes a matter in a sense of public acceptance of a specific book and of the idea that books

are an important element in our society and that good books are being written. So, the idea of an increased number of awards is not simply, I think, a suggestion that we put a little more money in more writers' pockets, it is a matter of suggesting that the publishing of books and the writing of books be a much more openly declared type of public and valuable act.

There might for example -- and this is certainly not an entirely new suggestion -- be an Ontario version of the Governor General's awards which would simply be a matter of the government saying, "We consider book publishing important and we want to declare this as a public act and want to give some kind of specific awards which are also a general gesture towards the importance of books and publishing".

Clearly any awards like this are going to be important, both for the effect on sales of books and at some level for the actual content of the award. Another point that has been suggested that I think Farley made in his sort of grand list of suggestions was that, awards if they are to be given, should not be token awards they should be significant awards -- I think certainly it is a matter that is worth thinking about -- think there is a signficant difference between saying, "here is a token award of so much money which means we think your book is important" or "here is an award which allows you to write for one year

or two years and produce another book because we think your books is important".

Another possible suggestion is a category of special awards to new writers not simply bursaries, not simply financial support but awards which would say, "here is a man who has published a book, his name is not very well known, you probably do not know him yet, but our panel, or whoever made the selection, thinks this is an important new writer". It may not be the best book of the year by a new writer and again will serve to make a book like this more open to the public to once again get in a society where geographically we are widely spread and where news for that reason cannot always travel by word of mouth to get the news out that the book is there, it is a good book, an exciting book and ought to be read.

The whole area of grants and subsidies is I think a somewhat separate one, awards in a sense are a specified limited area and I think they have quite clear value but do not always overlap with the problems of grants and subsidies and clearly the problem of grants and subsidies is enormous and we have discussed it before in various contexts and I cannot even sum up the whole problem. I can only make suggestions again from the point of view of a writer of how these things are of some use.

At the moment, for example, obviously

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the Ontario Council for the Arts is giving specific book subsidies and clearly, I think, we would all support this, the fact that a publisher can go to the Ontario Arts Council and say, "I want to do this specific book and I do not think it is economically viable and would you consider giving support?" I know in some cases they have done this or given support for a small program of publishing and this has been rather limited but it is I think at the same time rather valuable.

The Ontario Arts Council has also been giving some individual awards and I believe they have been in a process of changing their policy on that but I am not too cldar about that.

Another suggestion that has been made is the whole area of book development grants rather than a specific book or a specific grant for a specific book and that is a suggestion that one can say, "here is a plan of development we want to do this series or this group of series or this group of books or this kind of series" and you either get a subsidy or get a loan or at least money of some sort to help the development of a publishing company forward. Yet this is by no means a new suggestion. It has been fairly widely suggested that the idea of a publishing development corporation would be a useful thing.

One variation of this which I do think is interesting is that there are obvious problems in giving money to one publisher rather than

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another or deciding which publisher should get them and how much and there may be areas in which subsidy is possible not in terms of a single publisher but in terms of the Canadian publishing industry or the publishing of Canadian books. It seems to me to be a really useful idea for the publishers to discuss or the Royal Commission to consider with the publishers, that is the idea of some kind of publishers' co-operative which in certain areas could provide a kind of negotiating power, especially if you are connected with a writer's union, which will be discussed later on, a kind of negotiating power might be very useful,

For example, I think we all know the problem of paperback distribution. If there were a single paperback imprint run co-operatively by those who are publishing Canadian books, and if a small publisher who might have, say, one or two books in a given year that might be viable in supermarkets and drug stores need not set out to start a venture in order to get those two books but would have available to him this co-operative general imprint which would provide, again possibly subsidized or certainly government-supported, from the point of view of the theory and possibly also the money, a way of dealing with some of these economic problems so you have a single imprint which would have some kind of muscle in dealing with rack jobbers and dealing with the economic problems of paperback distribution.

Heaven knows it may well be the publishers who are publishing in Canada would not want this. It seems to me from a writer's viewpoint it might be very useful and I think that the distribution of books in difficult areas might also be usefully handled by something like a publishers' co-operative.

If you look at the cities of Ontario you find the larger cities usually have one or two fairly good bookstores but the smaller cities where there clearly are readers simply do not. If you go to Owen Sound or Cornwall or Trenton, whichever part of the province you know, you could probably list four or five examples where you would have a city where there is likely to be at least a few hundred people who will be reading Candadian books from time to time and might well be reading more if the books were available. In most cases there will not be enough of them to make a large commercial bookstore functional.

Again, the possibility of some kind of co-operative series of bookstores, run by a publishers' co-operative or something of this sort on a small scale, but getting books there so they are available to people. I am sure there are other areas where distribution is particularly difficult for single publishers simply because you cannot afford to spend a lot of money on sales when there are only a limited number of sales which might usefully be handled co-operatively.

Another area in which government support, not simply in terms of subsidy or in terms of handing out money may be useful, is in the area of sales to educational institutions, public libraries, government institutions, and so on. Now, many of these are now buying books but the books they buy again depend partly upon the sales staff of the publishers and depend partly upon the publicity given to the books and in many cases I think there is a random element in this as well but all these are cases where the government is, in fact, at one level or another, putting up the money that is being spent for educational buying for public libraries, in government institutions and where it need not be a matter of saying, "We are going to hand out money to the publishers". It may be simpler to say, "Let us look at the amount of government money that is indirectly going to go into buying books, look at how large it is and see about increasing it somewhat", but not handing the publishers money but making sales easier so that the cost of selling books might well go down. This again could well be related to the idea of a gesture in terms of awards being made toward books, the actual distribution of books that have been given the awards.

In general then, this is a central problematical area which by no means can be summed up in a few minutes. I think if one could make a general statement about it, clearly there will

be some level of subsidy, it should be a much higher level of subsidy and it may well be that the Ontario Arts Council ought to have more money to use in the way they are already using their money. I think generally the point is that money should be used as aggressively and as imaginatively as possible in order to get what we are writing to the people who might be interested in reading it, not simply to give money to publishers in order to silence them and make them go away and be quiet.

THE CHAIRMAN: Mr. Mowat, I think there is a point you want to raise?

MR. MOWAT: Yes, I am adding something to David's dissertation by agreement. There was one specific subject I wanted to speak about myself and David gave it to me. There was some argument about this and finally he said, "Okay fine you can have it because you have the bottle". He knew very well if he did not give it to me he would not get another drink. I want to talk about the Canada Council while we are talking about the area of subsidies and grants. It would be a good idea if I started at the beginning, would it not?

I have spent a moderate amount of time incidental to my own business tyring to find out what the Canada Council is all about. I have amassed a fair amount of information and because I personally have never had a grant, never expect to get one and after this dissertation I will be absolutely assured that I will never get one, I feel

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that I am perhaps the only member of the group who can speak absolutely freely about how most of us feel about the Canada Council in our guts. I conclude that it is no more than a secretive in-grown bureaucratic club possessed of one great big pork barrel from which it deals out spare ribs almost entirely -- no, I retract that, -- very largely to incompetents, to non-creative people many of whom are grafters to foreigners, non-Canadians, people who do not belong in this country, to sycophants,to dilettantes, to tourists, looking for a free holiday abroad, selections that are too often based upon nepotism.

Now, having said that, I will modify it by saying I am fully aware that the Canada Council has done a very notable amount of good in this country. Just enough to save it from any really honest investigation or attack. I believe that the Canada Council is operating at about 5 per cent,more or less, because I always invent my own statistics, of its potential efficiency. I consider that in effect it is a bureaucratic sham,and a Canadian shame. Now, having attacked it as viciously as I know how I am prepared to make recommendations and these have to be personal as to what can be done to turn the Canada Council into the organ that it was originally intended to be.

My first recommendation is that the present governing and selective body be fired in

total and that new administrative and selective bodies be hired or appointed and be composed mainly of working artists. Since I am speaking as a writer I would expect to have a very large percentage of working writers in it. Leavened by a few creative critics and I cannot help but make the point that there are damn few creative critcis in this country, and that is an area where we badly need something new, possibly some businessmen in the trade and I will suggest that Jack McClelland is one of them because he is obviously looking for a second career.

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There should be no politicians, no academics. All the Canada Council's activities should be extended by the widest possible publicity, a complete end to secrecy in the Canada Council. They should seek publicity so that the Council becomes a prominent, respected and really vital organization to support the Canadian arts. There must be, and I don't say there should be -- there must be total separation between the support of the arts and the support of the academics. The academic people have had at their beck and call, an innumerable list of potential financial supporters, all sorts of foundations, grants and so forth. The artists have almost none. I strongly recommend the Canada Council disassociate itself or break itself into twins and one half become really devoted to the creative arts and the other half -- let us even give it a different name and call it the Academic Council, to deal with the academics.

The Committee which selects recipients of grants should be openly identified. We should know who they are, every one of us. Their decisions should be open, the proposals of the recipients or the applicants for grants should be made available to the needy. The system of grants itself requires radical change. If the present organization is maintained, that is, containing academics and creative people, 80 per cent or more of the money should go to the creative people and the other 20 per cent, maybe to the

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academics. Here is a real pile of dynamite, this one. I don't believe that any grants should be issued by the Canada Council until some proof of capability is given. At the present, the selection system is a sick joke. A Newfoundland dog, as Joey Smallwood would have said about it, could get a Canada Council grant provided he got three good letters of recommendation and I am not sure that some Newfoundland dogs have not been recipients. (Laughter)

Under the system that I propose, an applicant would either have to submit a previously published work of recognized promise or a previously written work -- it doesn't have to be published, but he would have to produce a corpus which would demonstrate that he had some promise, he had some capability. Either that, or he would produce a chapter or two, some portion of the work that he wants support for.

MR. LEE: Bullshit!

MR. MOWAT: We will get to you. If you can't produce that, baby, that is what you deserve. I think any writer worth his goddamn salt, no matter if he is working in a salt mine, can find time to produce a few chapters or paragraphs to demonstrate that he has the capability. I don't think the Canada Council should accept the kind of synopses which they now get, which are no more than sales pitches. I think all grants should be paid on a sequential basis, not in lump

sums, as the work goes forward, you get paid. There should be no second grant until you have proved that the first one has been well used, until that has been demonstrated. There should be no date deadline in an application. The applications might be selected every three months, every two months, or you might just take no time limit. When the Canada Council gets an application from somebody who wants to do something, they look at it on its merits and say, "Okay, we accept it or reject it". Don't do this once a year. The names of those people who provide references for Canada Council applicants should be published with the applicant's proposition.

A review board of the applicants set up by their peers to check their work should be in existence at all times to ensure that there is no injustice done if a man becomes sick, if his wife runs off with somebody else, his typewriter breaks down, and so on.

I think that we should make an end to this totally impersonal method of acquiring grants where you fill in your little bit of paper and send it off. I think that the grants, the applicants should have personal interviews. I think that the grants should be open-ended, running to at least $10,000 a year so that the applicants, if they are successful, will be able to live adequately instead of having to scrabble around. I think, finally, that in Ontario, the Ontario Council

of Arts should set up a parallel system.

Thank you.

THE CHAIRMAN: I might say that, in the course of our proceedings to date, we have made it clear to anyone in the audience, or anyone of the public, who wished to make a comment, that they are perfectly entitled when a speaker is finished, or to come and tell us what they have in mind. I would say to whoever made the remark a little earlier, if he wants to make any remarks subsequent, or follow this group, we would be pleased to hear him. I would also be advised that everyone is entitled to his viewpoint.

MR. MOWAT: That is a very personal viewpoint I take.

MR. PURDY: I would like to make a couple of comments. First, I disagree with Farley in his opinion of the Canada Council, not in total, but in almost every point. In the first place, he isn't aware of several things about the Canada Council. In the first place, the writer submits a whole chapter, or submits a whole manuscript. I might say I know, because I am one of their readers, among other things. He mentions that the recipients of Canada Council grants are not published. It is published in all the newspapers as soon as it is announced. He recommends a grant of $10,000. The present senior grant is $7000 plus travel, which could come to as much as, say, around $8000. These are just a few points.

I don't think Farley knows enough -- he says he has gathered information but I don't think he has gathered enough information. There are things wrong with the Canada Council, of course, but Farley says he has not had a Canada Council grant. I don't think he has needed one. I have had several because I have needed them, and I think most people around this table would agree with me that the Canada Council is a good thing. Whatever criticism there is of it should be, well, it should not be phrased in the form of a tear-down or a complete attack, which I got the impression -- I am sorry, Farley, but I did. That is all.

DR. JEANNERET: Could we poll the jury? (Laughter)

MR. MOWAT: I think I said, Al, I am about the only person in a position here to say what we think about the Canada Council.

MR. GARNER: The first thing we have to remember is that it costs money to write a novel. That is the hangup of Canadian writers. I received my first Canada Council grant in 1959, after I had been forced by financial difficulties to spend ten years doing silly magazine journalism to make a living for myself and my family. I received a Canada Council grant in 1959 and I wrote the novel which was published by Farley's publisher, the only one, incidentally, that they did, so I proved that I used the money and put the money to good use. I have never asked for a

travel grant. It has never been in my mind to go to the Greek Islands, or the Costa del Sol, or Mexico, or anywhere else and write a book. I have gone to these places, but I have gone on my own money. As Ernest Hemingway said to some old broad who once asked him where is the best place to write a novel, Hemingway said "The best place, Madam, is in your head". I never needed any travel grants to go anywhere to write a book. I have written 13 of them now and they have all been published. I have received three Canada Council grants, two for novels and one as a dramatic grant and I found out through that that I wasn't a dramatist, although even then I had one of my plays put on by the Brockville Little Theatre Group, which at least proved I had done a play.

I disagree almost entirely with Farley. I just wish the Ontario Arts Council were just one-tenth as good as the Canada Council is in helping Canada's writers.

Thank you.

THE CHAIRMAN: Anybody else have any comment on this point? We will see if anybody else wants to comment.

MR. GRAY: I would just like to say as briefly as I can, that I have had a great deal of help from the Canada Council, both in terms of receiving its grantsand also in terms of dealing with it in one kind of official way or another. This is a personal opinion, but in my

opinion the Canada Council is possibly the most enlightened, the best run, the fairest and perhaps the most effective grant-giving agency of its kind in the entire world, certainly among those that I have known of. There is no question it can be improved. Everything can be improved and the Canada Council can be improved.

One of the major improvements that could be made, both in terms of the Canada Council and the Ontario Arts Council, is for the governments to take their wraps off the money and to give these Councils enough money so that they can even begin to attack the enormous job that they are attempting to do. I am not sure what the Ontario Arts Council gets at the moment, but it is in the region of $2.6 or $2.7 million, but it needs a minimum of $10 million to even begin to attack the job. This is the richest province in Canada and one of the richest areas in the entire world and that is the shameful thing. It is not what the Councils are doing, but the lack of resources that they have to really tackle the problem which, in my opinion, is the shameful part of it.

MR. BRAITHWAITE: I think this is possibly going to break down into a discussion between those who have had Canada Council grants and those who have not. (Laughter) I haven't had one and I don't want one. I agree pretty well entirely with what Farley has said. He said it a little bit stronger than I would, but I think it has to be said

strongly to make any impact. I think, pretty well, I agree with what he is saying, but then, again, I say I have never had one.

I would like to go on, if I may, because I have to leave and go out and try to sell some books. I used to think writing books was the hard thing, and then getting them published was the hard thing, and now it is selling them.that is the hard thing. I spend almost as much time selling them as I do writing them.

My suggestion covers the rather overall picture of what we are going to talk about and I have thought a great deal about this. I am sure what I am going to say is not going to find a response in all writers, and certainly not in all publishers. My proposal is simply this: In Canada we should have a Canadian publishing corporation. This Canadian publishing corporation should be organized along the lines of the Canadian Broadcasting Corporation, it should publish books, it should publish magazines, it should publish books that publishers can't or won't touch, because they are not marketable, because they can't make money out of them, but many of them are very good books.

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Now, the CBC, the Canadian Broadcasting Corporation as you know was founded during the thirties for express purpose of preventing a sort of takeover of our culture by the American broadcasters. That was its purpose, it was founded for that purpose because this was a drastic situation and it worked. It has been very successful and has done many things that never would have been done in this country without it. It has developed writers, producers, directors, it has made a tremendous contribution to Canadian culture and there are opponents to the CBC to this day. But, no one can argue against the CBC on the grounds that it has not done what it set out to do, it produces plays and documentaries that other broadcasters will not touch.

I feel that there is a very strong need for such a corporation in the publishing business. I have not got much time so I will cover this quite quickly.

First of all, it would be organized along the lines of the Canadian Broadcasting Corporation, that is it would be financed out of public funds and would be independent of politics entirely and would have at its head the best people we can get in the publishing business and in the editing business and it would be a sound, good corporation. It would publish books that have not got a high market value, books that are important to this country, books that should be

written, books about our sociology, books about subjects for the minorities. The CBC was organized as you know to give a voice for the minority.

Now, I do not see this corporation as being in opposition to publishers at all, in fact, I think publishers now in existence would benefit from this because there would be a development of more writers. Most of us around here got our start by writing radio plays for the CBC and that is how we got going and that is how we were able to become writers because the CBC needed a lot of material and because they would pay for it and because they did not quibble too much and we got our start that way and I think that many young book writers will get their start that way. They would publish books, novels, all kinds of books, and they would publish magazines. Now you know what has happened to magazines in this country -- they are disappearing. Maclean's used to run a lot of fiction and now it runs no fiction. Other magazines have fallen into the same misuse and our magazines were being taken over by the U.S. magazines. Time Magazine is now the biggest seller in Canada and I contend we need a magazine for instance that would publish short stories. This is where a writer cuts his teeth, on short stories, this is where he learns the art of fiction and I think practically every fiction writer here will agree with that. Yet, there is no place, or very few places, where a writer can

sell a short story today.

Now, if there were a magazine called, Short Story" or whatever, which was put out by the Canadian Publishing Corporation and which paid money to short story writers, this, I am sure, would have a market in Canada, perhaps not the biggest market, but it would have a market in Canada.

I think that it could publish much better magazines with reviews of books. I think the reviewers in this country are doing a good job and I would be a damned fool if I said they were not because they have so far given me favourable reviews. However, I think we need more reviews and we need a magazine that does book reviews. It could take over from the Queen's Printer, the federal government I am talking about, of course, in this respect, already has the Queen's Printer that prints a lot of books and this could be incorporated into the Canadian Publishing Corporation.

The CBC actually publishes a lot of books and this too would be in this new corporation. There would be improvements all along the line in book publishing and book distribution. For instance, the book writer depends upon the bookstores and we have excellent bookstores in this country and they are doing a good job but there are many places where a bookstore is not possible and there are many communities that do not have bookstores and I think that without

competing with the present bookstores the Canadian Publishing Corporation -- I am beginning to like the sound of it already -- the CPC, the Canadian Publishing Corporation -- would develop bookstores in towns and cities where there are none now.

Now, I have not any more time to enlarge upon this but I think that the possibilities are endless. The important thing would be to do as the CBC has done to give the very best people, the very best people available, pay them the very best salaries, and provide this service for Canadian writers and for Canadian readers. Now, this is a drastic solution, but I think we have a drastic problem. I think this must be the only country in the world that depends for its culture on other countries and we have to do something drastic as they did when they established the Canadian Broadcasting Corporation, we have to do something equally as drastic now by establishing a Canadian Publishing Corporation.

THE CHAIRMAN: Thank you very much Mr. Braithwaite. Would anyone like to make any comments? Mr. Garner?

MR. GARNER: I think first of all that Mr. Braithwaite was including me in the people who started up by selling to the CBC but I would like at the present moment to exclude myself completely as I did not start writing junk for the CBC, I started writing short stories which I could not sell.

The first short story I ever wrote in 1940 was published finally in 1951 in a magazine no longer in existence called, "Northern Review". It was then taken up by Martin Foley's Best American Short Stories and I tried to sell it in Canada to every publishing house, to every magazine here and none would take it. I found out the best way to get your short stories published and not to start writing short stories incidentially, is write a novel first, to get a name first, and they will all buy your short stories. I do not think Mr. Braithwaite knows anything about that part of the business. He really does not know about the Canadian magazine business either and I would like to read out a few things I just jotted down.

When I started writing there were a lot of magazines. In 1951 I sold 17 short stories in Canada to 17 different magazines. Half of those magazines have gone under since then and among them were Canadian Home Journal, National Home Monthly, Montrealer, Mayfair, Montreal Standard, the Canadian Magazine, and there are others that I have forgotten -- yes, of course, Liberty Magazine. The ones which are still left, but which do not publish short stories are Star Weekly, Maclean's, Saturday Night, among many others.

MR. PURDY: Saturday Night does publish them every once in a while.

MR. GARNER: They publish them once

every two years and that is about all. Chatelaine was one of the first commercial magazines to publish short stores and still does and it is about the only consumer magazine which still does. Queen's Quarterly has published a great number of short stories by a great many Canadians over the past half, possibly a century, and are still publishing. The new magazines, and there are several of them which are publishing short stories, and because of the grants they receive not only from the Canada Council but from the Ontario Council are Tamarack,Review, Fiddlehead and Quarry of which Dave Helwig has been an editor and is on the editorial board, I believe, and out in Vancouver,Prism, and a new magazine which is starting up at the University of New Brunswick called the Journal of Canadian Fiction for which I have great hopes,it will be sort of an east coast Canadian literature which is published in Vancouver and does not publish any fiction. So, I thought I would just bring you up-to-date on the magazine situation.

MR. BRAITHWAITE: I would like to say one thing before I go. I think just about everything Hugh has said backs up my contention that we need more magazines and publishers who will publish books without looking at the strict market value. He points out himself that the magazines that used to publish short stories are gone and then lists a long list of magazines that no one

has ever heard of and that no one ever sees, or at least very few people ever see and I think his point is well taken. But, I would just like to say that most of what he has said, I think, bears out the need for a Canadian Publishing Corporation.

As I said at the beginning I did not expect everyone to agree with me and tell me I was right. Would you excuse me at this time, sir?

THE CHAIRMAN: Thank you very much, Mr. Braithwaite,for being here with us.

Before we go on any further,I got a note from a person in the audience suggesting that we might, for the benefit of the audience, give a name to each person who is here. We can see them but they cannot. So, if I may, they are obviously Farley Mowat, Max Braithwaite,who just left, David Helwig who spoke a little earlier in the centre, Jack Gray, Mr. Graeme Gibson and Fred Bodsworth and they are all in the front row. There is June Callwood on the back left-hand side, and Margaret Atwood, Ian Adams, Hugh Garner and Al Purdy. That is the group we have with us at the moment.

Now, Mr. Lee, you wanted to say something?

MR. LEE: If that is at all possible.

THE CHAIRMAN: What we would like to do

is go through the agenda and then if you would like to make comment we would be glad to hear from you.

MR. LEE: At the end?

THE CHAIRMAN: Yes.

MR. MOWAT: I was only going to make one point, and a very minor one. Sometimes we forget that the reason why we are here today is to create a better climate for writers in the future and some of us, particularly we elderly gentlemen like Hugh and myself, may think too much in terms of the past. No reflection Hugh but this is a fact, I think we should all remember that we are here to talk about creating possibilities, a good climate for writers in the future.

THE CHAIRMAN: I think that is fair, what can be done in the future and that is what we are interested in and what kind of ideas can you put forward to help the situation.

Next then on this list as you have given to us is the protection of authors' rights.

MR. GRAY: Mr. Chairman, we have already appeared and when I say "we" I mean a group has already appeared before you to discuss copyright and it is not my intention to go into all that again but I would just like to reiterate the points we made at that time, or the basic point we made at that time and just to inform you that so far as I can see that represents a consensus of most creative people that

we have been able to consult since we saw you. The basic point we made when we saw you with regard to copyright was that we felt it should be vested in the creator in the first place and that there should be payment for use in all cases and we felt that a Canadian Copyright Act which was rewritten with those principles in mind would serve the Canadian community very well.

We are hopeful that when that Copyright Act is rewritten it will be possible then to correct some of the abuses that have crept in primarily because of technological developments. Such things as photocopying, for instance, we feel this can be handled once the new Copyright Act is sorted out, at least we hope it will be able to be straightened out.

THE CHAIRMAN: I might say to you in response that the expert is on my left in this regard but everywhere we have been and through the discoveries we have made, is that no one has yet in the western world, coped with the photocopying problem.

MR. GRAY: I think the suggestion we made to you before, obliquely, but nevertheless it is a practical suggestion, that when we come to such complicated matters or such complicated technological matters such as photocopying, we are probably going to have to deal in large solutions and by "large solutions" I mean blanket licences and we are going to have to go on and think

about how the creative community can suggest to the large community those systems, or those methods bytwhich the creative community can legitimately participate in the use that is made of its material.

Now, one of the primary suggestions that has come in many countries is that there be created what is often called a form of public lending right. I realize the Commission has done studies on that and I thought you might be interested in knowing that since we met before we have had occasion to have discussions with the Canadian Library Association and I would not want to say anything about the Canadian Library Association except that we were tremendously encouraged by the very positive creative discussions that we have had about this.

I think it would be fair to say that what we now need, and what we are hoping to see is a thorough study of the implications of public lending rights -- that is not the right word, but it is some system by which the creative community can participate in the use of their work in all of the areas, in libraries, in the educational system, and so on. A specific suggestion would be made to you privately as to how perhaps the Commission might help in that regard.

THE CHAIRMAN: I would encourage you to move with some degree of speed because we are gearing up -- when we gear up, we usually disgorge also.

MR. GRAY: What we are really saying here is that we are aware of the problems many of which are technological. Creative people are now looking -- not just creative people, but others in the community are obviously looking for practical ways, for example, to take public lending rights specifically, we don't want to get into a situation where librarians are either required to count every volume on their shelves once a year, which would be insane, or are required to pay out of their already inadequate budget monies that they simply don't have. We are working for more creative solutions than that. Obviously, this takes us a further step which we also discussed obliquely with you last time, and that is a collection agency or a collective group or a cooperative agency

made up of creative people. I think I would like to state here as clearly as possible that it is the opinion of the creative community that such an agency must be created by and controlled by the creators themselves.

THE CHAIRMAN: That is encouraging.

MR. GRAY: That is a strong point and we cannot say it too strongly. If you go beyond that stage of the necessity for an agency that can do a certain job, you then get right back into the basic problem, which the creative people, in this case authors, have to face, and that is how they are going to organize themselves. You have already seen good evidence of how, when you gather together more than two writers, at one time, anarchy develops.

THE CHAIRMAN: I might encourage you by saying the writers have not got a monopoly on that.

MR. GRAY: Therefore, we are going to be looking for a very practical way to form -- I don't know what it will be called, and I don't know -- nor do any of us know from what base it might develop, but in any case, an authors' society can do a variety of things. It can obviously organize the collection agency on the one hand and be responsible for that, but there is a whole range of problems that we want to tackle, contracts with publishers, specific problems like the difficulties that many of our writers are having

with anthologies, with Americans coming in and sweeping the field and creating anthologies at rates and conditions which are not acceptable to Canadian writers. The whole promotion and generation of Canadianism, the kind of thing we are doing here, the encouragement of talent, the pressure on councils and the pressure on government to give those councils the wherewithal to succeed and so on. I think the whole object of this exercise, as far as I can discern, is to make it possible for the writers in this case to make their contribution to society which is why they exist in the first place.

I thought you might be interested in those, starting with specifics, how we can get into large, general problems and then we have to return to specifics to attempt to solve them.

THE CHAIRMAN: Mr. Garner?

MR. GARNER: I would like to shoot him down too! His remark about American anthologists coming into this country and sweeping all of the good Canadian stories, and so forth, into their anthologies, is a hell of a good thing. This year I sold to 10 anthologies and textbooks in West Germany and the United States and Canada and the United Kingdom. I find that I get $200 or $150 from the American textbook publishers and I get an average of $50 to $75 from Canadian anthologists and textbook publishers. As far as I am concerned, and as far as every other professional writer in this country is concerned, we welcome the American

market. There is no Canadian writer yet who has not wanted his stuff published in the United States.

THE CHAIRMAN: Anyone else who wants to comment on Mr. Gray's remarks?

MR. HELWIG: In answer to Mr. Garner, I am one of the anthologists who paid him a rather small fee. I think the real distinction there is that the Canadian publishers are, by and large, not producing simply text anthologies, that is, I produced an anthology of short stories which was connected with the fact there were no magazines doing short stories which was done by my own publisher as a trade book with very little hope of using it as a textbook, simply because it was, in effect, a year's stories. The actual money paid to writers in this case had to be limited for that reason. It succeeded fairly well as a trade book but the comparison between that and, say, an anthology which is published by a large textbook publisher, for which they will pay you $200 or $300 or $400, but which they are publishing with the backing, you know, with the intent of getting it into ten universities, you know, and 37 high schools and so on, it is just not economically comparable, and to accuse the Canadian publisher of paying less, or to defend the American publisher on the grounds of giving more money, he is giving you more money because he is putting through a big textbook operation and selling in a different way. It is not comparable. It seems to me, again,

you come back to the same problem of levels of composition which don't match.

THE CHAIRMAN: Right. Can we move on to Mr. Gibson, who is going to discuss the Book Marketing Board and book marketing abroad?

MR. GIBSON: There is another way of approaching the whole thing, and that is, somehow, to reward writers, in effect, for what they have already done. The most obvious way of doing that is improving sales, library sales, or whatever. It didn't occur to me but I think it was at a meeting of the I.P.A. when it first came up -- and this again goes back to the possibility of cooperative action of some kind, the possibility of selling our books abroad, not just the rights for them. What that does, of course, is for a publisher here -- even the smallest kind of action could double our markets if we set up an office in New York with a hell of a good book salesman in it, and perhaps an agent. His job is to sell books, just in the New York-Boston area, not trying to break the whole American market, but to take books and to put them into a cooperative catalogue, set them up down there and it will be his job to sell them in the same way we at least try to sell books here. You see, what that does right away is almost double the market for the publisher. I think it would have to be subsidized, initially, but if we are as good as we would like to think we are, and if the salesman is good, I see no reason why it

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shouldn't pay its way. This would avoid the whole business of hanging around waiting for full publication rights. It takes long enough for many publishers to make up their minds anyway, whether or not they are going to bring out a book. If they have to wait a further time while they persuade an English or an American publisher, that is a further delay, an unreasonable delay. It also, it seems to me, talking to -- and I don't know very many people in New York -- talking to a couple of young people working in the book business in New York, they are really dismayed by the kind of monolithic approach to what is going to be published or what is likely to sell. It has to do with pretty rigid projections of sales and so, in many cases, they don't take and they would never consider books which grow out of our experience. It seems to be in the same way as, say, if Owen Sound, indeed, doesn't have a book store and there are people there who would like to read us, there, there are still people in New York or London or people on the West Coast who would like to read us. I would like to get to those people. You see, one of the -- an example -- like any branch-plant economy, it seems to me, theyc are more concerned with merchandising than with research and many of us are involved in a kind of research. We don't intend to be immediately, you know, we would like to be, but we are not going to be best-sellers right away. To be tied into a

market initially is, for some of us, undesirable, certainly, and most unlikely.

This makes it very hard on the smaller publishing houses who want to bring us out. If, in fact, there was some kind of cooperative -- something like the Hog Marketing Board, or something, where they could come into a cooperative catalogue, be sold, say, in New York and in London and, if it works, in another city like San Francisco. That is my suggestion.

THE CHAIRMAN: Any comment on that, please?

MR.PURDY: Mr. Chairman ---

MR. GIBSON: There is a problem which none of us really know, whether or not there is a limit on the number of Canadian books that can be sold in the United States. I know that the Americans only allow a certain number of books by Americans that are published in Canada, only a certain number of them can be sold in the United States, but we don't know whether or not that applies -- whether there is a limit on the number of books by Canadians.

DR. JEANNERET: You can sell as many as you can find readers for it.

MR. GIBSON: Great. That was the only reservation I had.

MR. PURDY: There is a law on that particular point. As Graeme said, you can import into the United States only a certain number of books,

I believe, but I am not sure what the number of books is.

MR. BODSWORTH: 1500, it used to be.

MR. PURDY: 1500. This, about the marketing board, if you can only sell 1500 of any given copy of a book ---

DR. JEANNERET: You are making the jump here a lot of people make applying to Canadian authors and it has nothing to do with Canadian authors at all. There is no such limitation on Canadian authors whatsoever.

MR. PURDY: I am glad to hear it but I understood there was.

DR. JEANNERET: It applies only to American authors or Americans domiciled here if the book is manufactured outside the country, then you have an interim licence good for five years which must be obtained to allow you to import up to 1500 copies, but it doesn't bear on your problem at all.

MR. PURDY: Good.

DR. JEANNERET: And also, there is no duty going into the United States.

THE CHAIRMAN: At this time.

DR. JEANNERET: And, for that reason, there is no surcharge.

THE CHAIRMAN: At this time (laughter).

MR. GIBSON: It seems to me that it is the very practical type of thing that could be done to enlarge the market very dramatically and very quickly. You would have to get an extremely

good salesman down there, because it would probably be a hard thing to sell, but it seems to me it would be desirable. I can't think of any reason to oppose it.

THE CHAIRMAN: Mr. Bodsworth, you are next on our list.

MR. BODSWORTH: Gentlemen, what I would like to say is, really, a postscript to what Graeme Gibson has already said about the establishment of a Canadian book merchandising office in New York. However, Mr. Gibson is seeing this in terms, mainly, of an office that would promote and get bookstore space and sell already manufactured Canadian books in the U.S. market.

Now, I feel strongly on the basis of my own experience, with my own books on the foreign markets, that this office could play a bigger and more beneficial role for Canadian writers by also publishing foreign rights to Canadian books, both English language rights and foreign translation rights and I would like to take a minute or two to talk about this subject because I do not think Candian books today are getting the promotion and the opportunities that they merit in the general over-all world publishing scene.

Now, if you consider book publishing in the terms of the world as a whole, London and New York is where it is at. Toronto, of course, is away out here in the boondocks. Every spring publishers from London and Europe go over to New York and go the rounds of the agents and publishers in New York and pick up U.S. books there that they think that there is a European or British market for and make their deals in New York for the publication of these books in Europe or elsewhere. Similarly, New York publishers go to London and go to Paris and pick up foreign books in the same way. Well, this is the kind of opportunity that Canadian books are now missing unless they are also published in New York as well as Toronto and I think it is an important role that is, a Canadian book promotion and and merchandising office in New York could perform just simply by being there and having Canadian books

there and by becoming known as a place to foreign editors, foreign publishers on their annual trips to New York simply by becoming known as a place that should be on their rounds to the New York agents and publishers.

So, first of all there was reference made here to U.S. publication and about someone not wanting U.S. publication, but certainly if you are writing and dependent upon writing for an income and someone does not want U.S. publication, he is a bloody idiot. So, you have first of all U.S. publication itself and by being in close touch with the New York scene, our man in New York could, I am sure, arrange U.S. publication deals for at least some Canadian books that are not getting that opportunity today because I do not think there is sufficient incentive for Canadian publishers to promote the U.S. publications and this is an author's requirement and the author is not benefiting unless he has a Canadian contract in which the Canadian publisher has sneaked in a clause that in effect own most of his foreign rights.

There is the English language market outside of North America, which is a very big one, Australia, I understand is the biggest per capita book buying nation in the world and my royalty statements bear this out because I see the British publishers sell more books in Australia, or at least more of my books in Australia, than

they sell at home in Britain. Then, of course, there is the translation rights for just about everywhere. Now, I know there is a kind of a legend that U.S. readers and foreign readers everywhere are supposed to be uninterested in reading books with Canadian settings and I think this is an absurd myth. I think it is an excuse that has grown up to cover inept Canadian books that have not been able to make the grade in the more competitive U.S. market.

Can I be forgiven now if I indulge in a little bit of self-advertisement to describe some of my own experiences in support of these statements? I am a Canadian citizen, I am a novelist, writing novels with Canadian settings and Canadian themes and I have been making my living this way for 15 years. I had the good fortune with my first book to sell it to a New York publisher and I have been a writer about Canada ever since but in terms of business and sales, I can hardly call myself a Canadian writer.

Most of my sales, and income, comes from the United States. My second source of income is Great Britain and the British market and my third source of income is Germany, my fourth source of income is from Canada and this of course sometimes varies from year to year but as a rule this is the way it works out.

The book publication of my last novel sold 71,000 copies in German translation, 71,000 copies

in one year in Germany. The same book has sold 10,000 copies in Canada in three years and this is the kind of thing I am talking about as possibilities for an international agency in New York that could push or promote this kind of thing. Incidentally, my German publishers can say I can thank James Finimore Cooper for my popularity in Germany because he says that ever since James Fenimore Cooper's, "The Last of the Mohicans" that the Germans have an avid interest in stories about Canadian -- or rather North American red Indians and a couple of my books have been about the Canadian north and about Indians and he says, at least as a partial explanation of the reputation I have established in Germany.

Now, I have many other translation rights or deals but for some reason Germany is the one that really provides me with a significant income. Now I have got Japanese rights and I have a book coming out, at least I have an edition coming out in Poland, which is only going to give me a zloty account in Warsaw which I am going to have to go to Poland to spend and I have travelled a great deal and unfortunately Poland is the last country in the world I want to go back to so I do not know, but I have a Russian edition coming up which I presume will establish me with a rouble account in Moscow and I will be quite happy to go to Russia again. Maybe I will write a book on Siberia

and call it "Sibir".

I do not know how much farther I should push this --

MR. MOWAT: Not much.

MR. BODSWORTH: I mean this self-advertisement business.

THE CHAIRMAN: You have done very well,.We take it you have a yen for the mark.

MR. BODSWORTH: I was in Who's Who in America before I was in Canadian Who's Who. I think Canadian Who's Who copies their entries from Who's Who in America.

MR. GARNER: I would like to congratulate Mr. Fred Bodsworth on his international reputation. However, I take exception to the fact that he thinks any Canadian books that is not acceptable in Poland or the United States is necessarily inept. It may just be parochial. If you wait a minute -- if you write stories about the Canadian urban scene you stand little chance of being published in the United States. However, if you write about Curlews, Eskimos, wolves, Indians, Mounted Policemen you can be published all over the world.

MR. BODSWORTH: If you write a good book, you can be published all over the world. It does not matter a damn what that book is about.

MR. MOWAT: You are running into a perfect example of what writers are all about. They should keep their mouths shut and write books and not talk in public.

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MR. BODSWORTH: I hope I have demolished the myth that Americans or no one else are interested in Canadian books.

THE CHAIRMAN: You have done very well.

MR. BODSWORTH: I think there is a role for this office that Mr. Gibson has suggested in New York in this area because I think there is a chance here that Canadian books that are not getting the opportunity for foreign publication, under the present set-up, at least some of them, could get that opportunity with a good Canadian book promoting man in an office in New York where publishers from Europe could just include that office on their springtime book searching travels in New York. Thank you.

THE CHAIRMAN: Miss Callwood, I am sure you are there? On this list we find you are next under the elaborate heading which says, the Publishing Wall Against Non-Establishment Writers. How do you like that?

MISS CALLWOOD: It was written by Farley.

THE CHAIRMAN: Of course.

MISS CALLWOOD: I will say to start how terribly important writers are and what I am going to say is kind of in that line although I flinch from the indebtedness in that way. But, I am a non-fiction writer and I have a great deal of respect for the influence of non-fiction writers not so much for the influence of poets whose

perceptions I think are largely prophetic, But in the area of social change, for example, John Kelso, who was a reporter in the 1890's started the Childrens Aid Society, and William Lyon Mackenzie King, who was also a reporter in the 1890's was able to cause an investigation of sweatshops, which caused legislation eridicating sweatshops.

But, in this country right now we are on this rather right wing newspaper press, at least almost all present newspapers are right wing, and we hava a tabloid now in Toronto, that is in the tradition of most tabloids and has a conservative stance.

The whole burden of what I regard as the social conscience is being carried by the Underground Press. I find the Underground Press, in the main, to be taking most energy and most literate, the most anger, the most perception of any press in the country. It has been confined to street corner sales and some kind of patronizing coffee table exhibition in certain homes and I find when I go to publisher's parties, I see people who are costumed in certain ways and I assume they came with the caterers or by malabars because I do not have any rapport with their views although they dress in a way that seems to me they would. There is such a gap between publishing and straight press of all kinds and real energy in creative policies and perceptions, insights and anger in our country and I see no closing of that gap with the exception of Anansi and New Press and their

circulation is a tragedy in those two publishing houses. For example, an early one, I think that Anansi brought it out, was Law, Law, Law by Bob Copeland and Clayton Ruby--it was a handbook on your rights as a citizen put out in a size that would go into the pocket of someone's jeans, and it had a very limited circulation, although I thought it had very wide -- there was a very great need for it at that time and it solved the circulation problems of these small publishers. I see a lack of social conciousness in some of the larger publishing houses, a lack of interest in almost all of them in any Canadian process of change. They lack an understanding of the need for social change, and I see we have things like the Young Offenders Bill, which is before the House, before the House, and before the House and is having countless hearings. There is no move to interpret why there is any concern about the Young Offenders Bill and it is of enormous significance, philosophically, in the way we handle childred and families in the courts, and the impact it will have on the whole country, and I see no interpretation and no interest on the part of the publishers. I must say personally that there is a tremendous need for a book on the lives of children in this country, and the conditions of our institutions dealing with children and their child raising practices, and the absolute hell that many of our children are in, and there is an enormous amount of investigation needed in order for us to have legislative change and I see no interest in books like that.

MISS ATWOOD: We have a book coming out in the spring, Anansi is bringing it out. It is called Beyond Neglect, and it is based on this very program. We totally agree with everything June said.

MISS CALLWOOD: I discourage the policy.

MR. MOWAT: The CPC will publish it.

MR. GIBSON: Too late!

THE CHAIRMAN: Any comment on Miss Callwood in this instance?

MR. GIBSON: Agreement.

MR. GRAY: Concurrence.

THE CHAIRMAN: Now, Margaret Atwood.

MISS ATWOOD: I will do this very quickly in short form, if I may, to speed it up. What I am speaking about is the relations between the publisher and the writer and, as you can see, most are fully dependent on either legal action, OR changing the law, or union enforcement, as most of these things are. If you change the law, you have to have some body not connected with the publishers to see that the flow of energy is paid the proper kind of attention.

The first two points have to do with money. They first is, we feel that there should be penalties imposed on publishers for failure to keep a book in print when there is a demand for it. That is, if a book runs out and the author

feels that people still want the book, the publisher should keep it in print and if he doesn't, a penalty should be imposed on the publisher. Of course, you have to prove your case and this is, again, where a union would be helpful.

Second is the profit-sharing of authors. That is a bigger piece of the pie. We could do this in a couple of ways. If the total company makes a large amount, you could divide it up into little pieces and give one to each author or give the author a bigger share of large profits made from the sale of his book. Or you could do it by a system of escalating royalty rate, that is, you start out at a lower rate say, 8 to 10 per cent, and if a book really sells and goes into a number of editions, you could bring the royalties up to 10 or 12 per cent. Some publishers do this already, but by no means all of them do it. It is not the general policy. If a publisher is making a large profit on an author, the author should be getting a little bit of it, at least a little bit of it.

MR. MOWAT: I would like to see a big piece of it.

MISS ATWOOD: My next couple of points have to do with other kinds of relations between authors and publishers. We think it would be very interesting if a working author were placed on the Board of Directors and not just the editorial board, but the Board of Directors of

every publishing house. This would have the same value as placing a student in a position where he could attend faculty meetings at universities. That is, one of us in there looking at what they are doing. I think that would be very enlightening for us much of the time, because usually these are closed-door things. It sure would be interesting to find out what goes on in there. I am on the Board of Directors myself and it is just fascinating.

The next one, again, is the opening up of consultation and that is, we think, there should be open records, open files, that is, that the author should have accessible to him his file at the publishers on all transactions concerning him. Some of it now goes on behind his back and how much money is spent on promotion and publicity for him should be accessible to him. It should, even further, be made available to the public, but that might possibly be too exhilerating for everyone.

The next one is we feel the author should have a say in permission granting, that is, for reprints in anthologies. You covered this a little bit, but we feel it has to be done even speedier. As it is now, if a publisher has a copyright on a book, he can give the right to reprint without asking permission from you. That means that your work is going into an anthology where you don't want it. Supposing you are not in agreement with American companies making a profit

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on your work in anthologies and wish to refuse permission, you find out your publisher has already granted his permission. There should certainly be an accepted policy or a law that there has to be 50-50 agreement between publisher and author.

The last is just a general thing. More assistance to selected and specialized publishers of the kind Miss Callwood was talking about. This has been already covered by the Ontario government policy of underwriting loans from banks but perhaps even more has to be done along these lines. This goes to big publishers like McClelland and it should go to the smaller publishers like Oberon and New Press and so on.

That is all.

THE CHAIRMAN: Thank you.

MR. GARNER: I think Miss MacEwen is a little confused about publishers' agreements.

MR. GIBSON: That is not Miss MacEwen.

MR. GARNER: Oh, it is Miss Atwood. There are so many Gwendolyns in the poetry business! I think most ---

MISS ATWOOD: I might also say that we didn't come here to listen to personal comments today and you just about lost five of your members a couple of minutes ago. Any more of it and we are all going to get up and walk out. Enough of this shooting people down. We are here to make submissions to the Commission and not to reach over

hitting each other over the heads with personal comments.

MR. GARNER: I am not hitting you over the head, but I can see here several Canadian publishers with whom I have had contracts and all of them have given the copyright to me and not kept the copyright to themselves so that I have had -- and this goes for many Canadian authors, have had the copyrights for all of their books, I am sure that I represent the majority, not a small minority.

---(Miss Callwood, Miss Atwood, Mr. Gibson and Mr. Adams, withdraw.)

MR. GARNER: I knew I might drive the publishers off the stage but I didn't think I would drive poets off!

THE CHAIRMAN: Ian Adams, you have retired. Do you want to come back?

MR. ADAMS: My only comment ---

THE CHAIRMAN: Before you start, we are interested in everybody's comments.

MR. ADAMS: I was going to say that all of this bitter wrangling by the older authors who are here, sort of really demonstrates what a lousy situation the Canadian publishing business is in. It is obvious to me -- I am a little up-tight.

THE CHAIRMAN: I am sorry. Continue.

MR. ADAMS: It seems to me it is not going to get any better collaborating with that kind of council. It is not going to get any better putting forward this kind of information which the publishers can manipulate and use and the only thing really to do for guys like me, other young writers, is to go away and organize a sub-union of writers and then we won't be riddled with all this sort of factionism and all that kind of crap. That is all I want to say.

Thank you.

---(Applause)

THE CHAIRMAN: Perhaps, out of all these proceedings and discussions will come the kind of thing you are talking about. I might say that in our few travels I have certainly been impressed with the strength of the authors' associations in various countries. They are very strong and an active force in the national community because they have banded together and decided where they want to go and what they want to do. This is a great move, in fact.

MR. PURDY: I wanted to preface my remarks by saying that whatever the Canadian consciousness is, and all countries have their particular consciousness of nationality, of identity, call it what you like, and we are no exception, whatever it is, it exists in the media, the

newspapers, in TV and it exists in book publishing. Now, I believe that there are various laws that prevent, say, newspapers or TV stations being sold to outside interests. However, there is no such law in the case of Canadian textbook publishers. Now, whatever the Canadian consciousness is, as I said, it exists first of all in the minds of children and it comes out of textbooks, environment, it comes out of being here. So, I take this for granted and we now have in Toronto two large publishers left and a number of smaller ones such as Anansi, such as New Press and Oberon in Ottawa. These two Canadian large publishers, Clarke,Irwin, McClelland and Stewart, I believe Clarke, Irwin publishes a lot of textbooks, but McClelland and Stewart comparatively few. My particular recommendation is that Anansi, Oberon and New Press should be subsidized in some way or form to be decided by people who have more information on the subject than I do and be set up as textbook publishers and that a Canadian textbook publisher should be given preference by the buyers. I believe there is an organization of some kind of buyers and I believe the Canadian textbook publisher should be given preference. That is all.

THE CHAIRMAN: Thank you, Mr. Purdy. Is there anyone else who wants to make a comment on what has been commented upon?

Dennis Lee, where are you? Dennis, are you still with us?

MR. LEE: My sympathies are with the people who walked out. Perhaps I will remain silent.

THE CHAIRMAN: All right. Is there anyone else who wants to make comment?

MR. MOWAT: May I say one final word? I agree with what Ian Adams says and I agree with what most of the younger people here said. I do not consider myself an old writer, except in terms of years and gradual decrepitude.

I come back to the original contention with which we opened this meeting, that what we are looking for is for better opportunities, better conditions for the young writers who will supplant us and, having heard a wide variety of the older writers today, all I can say is, let's hope they supplant us soon!

Thank you.

DR. JEANNERET: I think this has been a fascinating insight that has been offered into the authors' points of view. I am awfully glad you went to that party, Mr. Chairman, and anything I would like to ask would be just sheer impertinence at this point. I am going to enjoy reading the transcript. We have been meddling around with the central part of our report, and this is a great help to us. I would like to thank you all myself.

THE CHAIRMAN: Well, I want to thank you all for coming and to listen. You have

all made quite an impression on us. My associate is saying the lack of questions on our part does not indicate any lack of interest. I think that you have, by yourself, covered most of the points we were going to ask, in any event, in our discussion.

As I said at the outset, we are, I know, vitally concerned with the whole question of publishing in this country and how it can be enhanced and how the young people can be brought along and what, generally, can be done in this area.

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I think you will find that right or wrong we will be making comment in this regard and making certain recommendations and I can guarantee that no matter what our report says, no matter how it is couched, there will be some for it and some who are against it and your points are well made.

We want to thank all of you for coming and I wish to say by the way at the cocktail party where we covered this I did not have a uniform on. -- but Hugh did.

Thank you for coming and we appreciate it very much. We hope you can all come together and become a stronger force.

MR. MOWAT: We will.

---Adjournment.

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